

OF BUSINESS ADMINISTRATION

BOSTON

# PRINTERS' INK

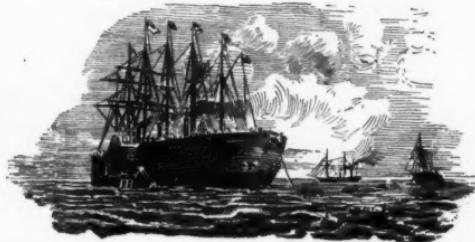
Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. C

NEW YORK, SEPTEMBER 6, 1917

No. 10

## PERSEVERANCE THAT UNITED CONTINENTS



THREE times, Field and Thomson spent more than \$500,000 trying to lay the Atlantic cable and three times they failed. The fourth attempt, however, was successful and great honors were showered upon the pioneers. *But not for long!*

The very day that Field was given a golden casket by the Mayor of New York, the cable failed—ruined by improper sending instruments after little more than a month of operation.

*“But no discouragement could deter Field, the indomitable”—not even the parting of still another cable in mid-ocean.*

On July 28, 1866, the “Great Eastern” steamed into Trinity Bay

and communication between the continents was finally established—to be later improved to such an extent that—“Using the current from a battery placed in a lady’s thimble, a message was sent across the Atlantic through one cable and back through the other.”

Somehow, it seems that every great enterprise owes its success to just such perseverance. No longer is distance a barrier to business progress. Advertising well-done will carry your product and your personality to the farthest ends of the earth and connect-up the breaks in your distribution methods.

Day by day—sale by sale—  
“*Keeping Everlastingly At It*  
*Brings Success.*”

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

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*"Put it up to men who know your market"*

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# F E D E R A L

*Principles and Practice*



*No Man Is Big Enough To Absorb  
All Responsibility In a Big Campaign*

The Executive in charge of the account; the Service man who works on it; the Service Director who oversees it all—these are the three responsible parties who safeguard each Federal account, after the Basic Plan is decided in Federal Council. Advertisers with experience elsewhere tell us that our Method is a revelation; both in broad scope and minute detail.

## FEDERAL ADVERTISING AGENCY

at 6 East 39th Street  
NEW YORK

at 30 N. Michigan Avenue  
CHICAGO

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. C

NEW YORK, SEPTEMBER 6, 1917

No. 10

## Training Methods for Advertising Solicitors

—Successful Magazine and Trade-Paper Publishers Tell of the Means  
They Employ

By Edward Mott Woolley

**I**N former days almost any man was considered competent to sell advertising. The salesman who couldn't make good in hardware or groceries, fell back on advertising. In the ranks of men who sold space there was a wonderful assortment of down-and-out chaps.

To-day specialization is very much in vogue, and the training of advertising solicitors has been more or less developed. One can scarcely say that advertising is a science, for at best there are apt to be deviations from the best-laid plans; but on the whole the advertiser must follow facts and principles to be successful. Very often, however, he doesn't know facts or understand principles, and right here comes the function of the modern advertising solicitor. He has a wonderful opportunity, but to make the most of it he has to be thoroughly trained, and many of the leading periodicals, newspapers, and advertising agencies are alert to this necessity. Their young men are about as keen a lot as you can find.

At the request of PRINTERS' INK I have just made some investigations of the methods followed by a good many publishers in the development of their salesmen, and I summarize them here.

I think the situation is well reflected by the advertising director of one of the great periodicals, who prefers to have his name omitted. He says:

"Obviously our men must be more than mere advertising solicitors, as that phrase is understood. They must understand and be able to express to others the fundamental economic soundness of advertising as applied to any business whose interest we are trying to secure. Unless this can be demonstrated in each individual case, we either discourage the advertising or try to show how the business can be changed so as to make it responsive to the advertising influence. The solicitor, therefore, must first study the proposition from the standpoint of whether or not the business can be successfully advertised through our publications, and, if not, what changes are necessary before an advertising appropriation is recommended. No solicitor would be permanently retained in our organization who reversed this method and approached a prospective advertiser merely from the standpoint of trying to sell him space, regardless as to whether it were wise for him to use it or not. The very high percentage of our total volume of advertising that is renewed from year to year is conclusive proof that our efforts in this respect are fairly successful."

Some interesting things, for instance, are being done by *Collier's*. If the solicitor has sold space in magazines before, and has a working knowledge of the business, the first task is to give

him the *Collier* atmosphere, and to educate him up on the company's business policy and technical details. Then he is given a list of assignments especially selected to fit his individual experience and qualifications. He is watched and worked with, according to his needs. *Collier's* believes in direction, and in being as helpful as possible. The theory is that the man is selected for his intelligence, general ability and industry, and needs only the co-operation of the management and his associates.

If the man happens to be a "cub," the aim is to suggest courses in reading on technical subjects, and to give him the benefit, by association, of the older men's experiences; also the opportunity of reading their reports, and of studying the correspondence and briefs prepared by other solicitors for clients.

The advertising office at *Collier's* maintains a memorandum system to help equip men with useful information. Solicitors have the advantage, too, of special material prepared by the department of research, designed to show the market possibilities in the company's publication, and the possibilities in certain territories where *Collier's* can emphasize its claims to special consideration.

Once a year there is a staff conference. Last year a week was spent at Briarcliff.

"We worked during the morning, played in the afternoon, and worked again until bedtime," says J. E. Jarrett, of *Collier's* Department of Advertising. "These conferences bring the men into harmony and give us an opportunity to 'get across' the institutional character of *Collier's* with addresses by heads of departments. It inspires men with bigger ideas than might be obtained from a working knowledge of their own departments.

"Common sense methods and ideas are taught and inspired; wild theories of our proposition are taboo. We stick to facts and preach nothing else. We don't indulge in 'estimates' on any point connected with the sale of *Col-*

*lier's* to advertisers or agencies, because much buying of space seems to be subject to influences of this kind. We operate on the theory that a sale is not completed until the foundation for a second one is laid.

"Our greatest problem in the training of men is to keep strong selling arguments down to the minimum, so as not to confuse or overwhelm them. For instance, we indulge very little in the use of testimonial letters because we have so many of them.

"Naturally we try to give our men a well-rounded-out fund of information which can be used according to the type of the buyer and the things that favorably influence his mind, but in no case do we cheapen or lower the salesman's self-respect by furnishing to him *Collier* information of a low standard of appeal. We always aim to inspire our men with the dignity of business, and have them understand that we do not expect them to sell *Collier's* to everyone. We do expect from our men a full measure of honest service, and stand willing to support them in every conceivable way to produce a satisfactory volume of business for which we are perfectly willing to pay.

"We believe we have a type of men on *Collier's* who would stay with us even at some sacrifice in salary, and we would not want a type that does not have plenty of opportunities to hang up its hat in the employ of other publishers.

"And last, in this institution men are taught business as much as they are the business of selling advertising space."

#### SOLICITORS' REPORTS IMPORTANT IN "COSMOPOLITAN" OFFICE

In the advertising office of *Cosmopolitan* the training of solicitors is based primarily on personal contact. There is a weekly staff meeting, where reports are given of calls made, and prospects for the coming week discussed. Shorthand notes are taken of this conference and copies furnished to all solicitors.

The system of reports is very efficient, and the filing is done in



## Bears, bees & blankets

The country market "is a bear," because of big production and big demand of and for farm produce.

—but it's easy enough to get stung unless you go after it right.

Going after it right means blanket-ing as big a proportion as possible of the *really* substantial families in the small towns and in the country

To reach this class—doesn't it seem logical that the right medium would be a publication with a \$2.00 subscription price, 69% of whose readers renewed annually?

## CHRISTIAN HERALD

74% Circulation in towns under 10,000

*Member Audit Bureau of Circulations*

Bible House

New York

the advertisers' envelopes, indexed alphabetically. Competitive magazines are regularly checked up and lists made of the advertising secured by other publications but not by *Cosmopolitan*. This automatically brings the envelopes of these prospects out of the files, and in the weekly conference is discussed the status of each concern. Those at the conference have before them not only the last report from the solicitor, but all previous reports, and this provides a close watch on the efficiency of the solicitor. It tells whether he has talked with the advertiser, whether he calls with sufficient frequency, and whether he is making satisfactory progress.

The report system, which is too technical for me to describe in this article, is the foundation of *Cosmopolitan's* method of training solicitors. It brings the advertising manager into intimate contact with the work of the solicitor, and shows him how he can be helpful to the latter. It enables him to correct his mistakes.

It also impresses on the solicitor the responsibility of covering his accounts properly. He knows that if he doesn't, lapses on his part will automatically show up if some particular advertiser should appear in a competitive publication and the solicitor has not been on the job.

"We have formulated, through our promotion department, standardized forms of arguments and exhibits to cover all the objections to *Cosmopolitan* that the solicitor is apt to meet with in his contact with advertisers," says F. L. Wurzburg, of that publication. "On this magazine, as on any other sales proposition, the objections can usually be boiled down to six or eight reasons why a prospective purchaser has not been buying that particular brand of merchandise. We endeavor, therefore, to furnish the solicitor with the kind of ammunition that will enable him to demolish these objections, and to give the advertiser constructive reasons why our publication can serve him effectively.

"Our standardized form of solicitation is based on the answers to the twelve questions which an advertiser should ask of any publication he considers using as a medium. These questions are fundamental, and enable him to arrive at the comparative values of all publications in the market for his business. They are:

"What type of magazine is it? How does it rank editorially with other magazines in its field? How does it get its circulation? What kind of circulation is it? Do men read it, or women, or both? How does its circulation dovetail with my distribution? How is it regarded by its readers? Is its circulation in keeping with its advertising rate? How does its advertising rate compare with the rates of other magazines in its class? What does it cost to reach this same circulation through other media? How does it stand with its advertisers? What influence has it with dealers?"

"In our answers to these questions we have elaborated in many ways the points particularly emphasizing *Cosmopolitan's* value to the advertiser. We have made a great many investigations, and we have records of results, testimonials, and all sorts of other data bearing on these various subjects. Every solicitor has this information in his kit and also at his finger-tips. If we should send a half dozen solicitors to the same advertiser each one would use the same basic arguments, figures and information. The presentation, of course, would be different, depending on the personality of the solicitor. Our plan of standardizing our solicitation enables us quickly to determine whether a new solicitor is competent to sell our project."

#### BUTTERICK HAD A SEVEN-WEEKS' COURSE FOR SALESMEN

S. R. Latshaw, of the Butterick Publishing Company, gives me some interesting material.

"I organized and conducted a school for solicitors some few years ago," he says, "but so far I know this is not a general practice among publishers.

# By Every Test

applied to quantity and quality of circulation, editorial appeal and rate per thousand **The American Woman** is proven to be an exceptionally good buy for the general publicity advertiser. Do you admit that you are waiting for "the other fellows" to start before you place your copy in **The American Woman**? Or do you appreciate that the publicity advertisers who are using **The American Woman** now are the ones who will reap the richest returns?

## THE AMERICAN WOMAN

CIRCULATION  
500,000 Net Paid  
GUARANTEED

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

WM. F. HARING, Mgr.

Flatiron Building, New York

## Put Your Personality Into Your Advertising

THE successful business is the one with a personality. Its customers may live thousands of miles from it, but when they buy its goods they feel that they are dealing with an individual. When they see its advertising it is a personal message to them from a distinct personality. This is successful merchandising.

Naturally it is supported by successful advertising—advertising which is an extension of the individuality of the organization.

\* \* \*

A little over a year ago the name of Wilson & Company appeared as the successor to an old food product institution.

Today the name Wilson is as well known as that of any food institution that ever existed.

More than that, it is known in a friendly way.

It has a personality to it; the public seems to have a kindly heart toward the concern and its products.

\* \* \*

Various advertising and other publications have commented upon the Wilson success.

And all of them have given proper credit to the long years of hard work, of aggressive progress, of straightforward methods, which laid the foundation for the standing of the head of that institution today.

The advertising of Wilson & Company had an advantage from the start.

Those who meet Mr. Wilson say they have already known him—say that they recognize his personality in the advertising of Wilson & Company.

(Continued on next page)

(Continued from preceding page)

The label on Wilson products and the trademark on the label means a personal guaranty of quality.

Consequently Wilson & Company advertising is regarded as a product of the institution.

It reflects the good faith, the insistence upon excellence, the broad principles of fair dealing, which are the heart of the Wilson policy.

We are naturally glad that Wilson & Company is a customer of ours.

We have always advocated and practiced the preparation of advertising campaigns which express the individuality of the advertiser.

\* \* \*

The members of our staff who plan, outline and prepare our work for our customers are filled with the belief that the really big thing to be done is to create characteristic advertisements.

The advertisements must be characteristic of the concern advertised—they must give the reader a mental photograph of the business advertised.

We believe in the power of ideas.

If we may talk with you we will tell you what we are doing, show you how we are doing it—

And tell you how we will work for you and with you—

How we can plan and prepare your campaign so that instead of merely being advertising, it will be *your advertising*.

With Chicago and New York Offices we have the facilities to serve any advertiser anywhere.

To those advertisers interested in securing unusual advertising service, we will send an entirely new Campaign which we have just completed.

# Wm. H. Rankin Company

*Formerly Mahin Advertising Company*

WILLIAM H. RANKIN WILBUR D. NESBIT H. A. GROTH  
President Vice-President Secy-Treas.

104 So. Michigan Ave. Chicago 25 East 26 Street, New York

"The session to which I refer covered a period of seven weeks, and was designed to fill every waking hour of the day. Of course it didn't actually do that.

"I started off the morning session at nine o'clock with lectures, which continued until one. These were delivered by our own people, prominent advertising agents, and representatives of competing interests, who pointed out the shortcomings of the magazines and magazine methods from their point of view and so on.

"The afternoon was supposed to be devoted to field work. At the commencement of the course each man was assigned an industry—pianos and organs, pottery and glass, and the like. For six weeks in the afternoons he interviewed retailers, jobbers, brokers, trade-paper publishers, *et cetera*; this, of course, after he had dug out of the public library whatever the census bureau may have had on the subject. This field work on the topic occupied the afternoon hours.

"For the evenings there was some assigned reading, and also copy writing. I didn't expect to make copy writers out of solicitors, but I did hope to make them a bit respectful toward copy writers. Monday mornings were devoted to the discussion and criticism of the copy assignments for the preceding week. The copy assignments were definite in a way, but each man was permitted to state his own hypothetical question. For example, one week the assignment was to write a four-page advertisement for an advertising agency, for PRINTERS' INK. The student could take any angle he liked on which to hang his eloquence.

"The final week was devoted to careful consideration of manufacturing processes. At the end of seven weeks I turned out some great material, by no means seasoned, but at any rate partially kiln-dried. Of course, they forgot three-quarters of what they were told, and misunderstood most of what they remembered, but on the whole it was worth the time spent. They worked hard

and appeared to enjoy it, and all have since spoken most enthusiastically of the work."

#### LESLIE'S FIELD WORK WITH THE INDIVIDUAL

The Leslie-Judge Company almost always uses advertising men who are already developed. There isn't a man in its advertising and selling organization who receives a salary lower than sixty dollars a week. Occasionally, however, a beginner is taken on. The data about *Leslie's* are a very great and logical fact story, which the new man absorbs almost immediately; and he is quickly put into outside selling.

The advertising office is constantly developing new selling points about its proposition, through memoranda and by conferences. On Mondays a conference is held in New York and one in the Chicago office, at which important matters are taken up—including reviews of selling arguments and methods used with particular but typical accounts, especially solicitations which have overcome typical objections. Unusually good sales letters are passed around, so as to save time in the preparation of similar letters, and to get new ideas into each man's system.

Luther D. Fernald, advertising manager, and other executives of the department, get out with individual men, frequently calling on accounts. Each man profits by watching the other one work.

"I put myself through the mill often," said Fernald, "just for the purpose of developing new selling angles by picking out particularly hard or peculiar situations, and going after them personally; not only to get the business, but also to compel myself to develop, in the heat of action, new applications of all the facts about this business. This frequently presents new angles which never would be thought of in placid contemplation in my own office.

"For the past three years we have been going distinctly after the big accounts, and have not  
(Continued on page 130)

# Providence Journal Evening Bulletin

*Rhode Island's Great Newspapers*

will co-operate with national  
advertisers and their agents during

## International Newspaper Window Display Week October 8-13

by securing displays of articles advertised in  
Providence Journal or Evening Bulletin.

ADVERTISERS WHO INTEND TO  
USE SPACE SHOULD INDICATE  
THEIR INTENTION AT ONCE IN  
ORDER THAT THE ADVERTISED  
ARTICLES MAY BE INCLUDED IN  
LISTS WHICH SOON WILL BE  
SENT TO DEALERS.

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**PROVIDENCE JOURNAL COMPANY**  
PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO



CONAPHORES



TENION RINGS



KIMBALL JACKS

## If you want to sell the car owner

What part of the work a "Selling Corporation" thinks Advertising does

**I**N the automobile accessory field, the Edward A. Cassidy Company manufactures nothing.

It is a "selling corporation."

Its entire business is one of selling.

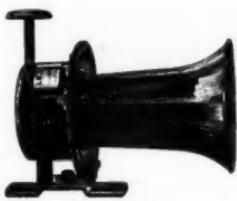
As sales representatives for the manufacturers of: Conaphores, Tenion Rings, Kimball Jacks, G-P Muffler Cut-outs, Cassco Pumps and Long Horns, it sells jobbers and retailers from coast to coast and has demonstrated its mastery of the problems of automobile accessory marketing.

What part of the work the Cassidy Company thinks advertising does is expressed in a recent letter.

"In the accessory line, some manufacturers, unfamiliar with selling an article to the public, still have the idea that all that is necessary is to get their product in the jobbers' stock and on the dealers' shelves—and the business will be theirs.

"In some instances it is still difficult for the manufacturer to realize that without a *consumer* demand, every effort he has put forward in selling the trade, will have been wasted."

With the growing realization that advertising to create a *consumer* demand which will "pull" goods off the counter, is just as necessary as the personal selling needed to "push" them on the counter, will come a realization that advertising should be figured in the selling price of an article as definitely as the cost of material, labor,



LONG HORN



G-P MUFFLER CUT-OUT



CASSCO PUMP

overhead, selling and dealer discounts.

To determine just what part of the selling price this should be — what amount of advertising will secure a market for a new product, maintain sales and expand them—is not a simple problem, but it can be done.

Where it has been done, will be found the surest and soundest business growth.

As a basis of such a determination, there must be the same intimate knowledge of the accessory user and the trade that the Cassidy Company has of selling methods.

*The J. WALTER THOMPSON COMPANY is in charge of the following automobile accessory, supply and equipment advertising:*

Platt & Washburn Refining Co.....	Veedol
Platt & Washburn Refining Co.....	Tyrol
Corning Glass Works.....	Conaphores
Thermoid Rubber Company.....	Brake Lining
Continental Motors Company.....	Continental Motors
Perkins-Campbell Company.....	Campbell Accessories
DuBois Piston Ring Company.....	Tenion Rings
G. Piel Company.....	Long Horn
G. Piel Company.....	G-P Muffler Cut-Out
West Side Foundry Company.....	Cassco Tire Pump
F. W. Mann Company.....	Kimball Auto Jack
Bower Roller Bearing Co.....	Roller Bearings
Motor Products Corporation.....	Accessories
Page Woven Wire Fence Co.....	Windshields

## J. WALTER THOMPSON COMPANY

New York

Chicago

Boston

Detroit

Cincinnati

## Leading National Advertisers Use the Baltimore News

As a guide in planning your fall appropriation, it will be of interest to every general advertising agency and national advertiser—to know through what medium other national advertisers have prospered in Baltimore. Below is a list of the prominent national accounts using space—many exclusive—in THE BALTIMORE NEWS—since January 1st, 1917. Follow these leaders for best results:

American Multigraph Sales Co.	Garford Motor Truck
American Tobacco Company	General Film
Albodon	Ralph Goldsmith Co.
Allcock Mfg. Company	Goodyear Tire & Rubber Co.
American Chicle Company	Great Northern Ry. Co.
American Sugar Refining Company	B. F. Goodrich Co.
Autocar Company	Hericide
Walter Baker & Co.	Horlick's Malted Milk
Batavia Rubber	Hyatt Roller Bearing Co.
Bayer & Company	George P. Ide Company
Bedford Springs Company	Robt. H. Ingersoll
Bell & Company	Kellogg's Toasted Corn Flakes
M. J. Breitenbach	Kissel-Kar
Celestins Vichy	Kondor Mfg. Company
Chalmers Motor Company	Kops Bros.
Chicago & Northwestern Ry. Co.	Lee Tires
Cluett-Peabody & Co.	Lever Bros. (LUX)
Cole Motor Car Co.	Liberty Motor Car
Colgate & Company	Liggett & Myers Tobacco Co.
Columbia Phonograph	Literary Digest
Cosmopolitan Magazine	Lyons's Tooth Powder
Curtis Publishing Co.	P. Lorillard Company
Jos. Dixon Crucible Co.	McClure Publications
Doan's Kidney Pills	McKesson & Robbins
Dodge Bros.	Maxwell Motor Car
Dort Motor Car. Co.	Mini Products Co.
Douglas Shoe Company	Mitchell Motor Co.
Edison Dictating Machine	Motor Cooling System Co.
Eisner-Mendelson Company	Nestle's Food
Encyclopaedia Britannica	New England Lines
Englander Spring Bed Co.	New York Central Lines
Federal Rubber Co.	Nujol
Firestone Tire & Rubber Co.	Odorono Company
Fish Rubber Company	Oil Products Company
Foster Rubber Company	O'Sullivan Rubber Company
Fastep Foot Powder	Paige-Detroit

Pithe Exchange  
 Peerless Knitting Mills  
 Peerless Motor Car Co.  
 Pierce Arrow Car  
 Postum Cereal Co.  
 Potter Drug & Chemical Co.  
 Pest-O-Lite  
 Priestley's Cravettes  
 Public Ledger Co.  
 Pullman Co.  
 Purene  
 Quaker City Rubber  
 Quaker Oats  
 Educator Shoe  
 Reo Motor Car Co.  
 Republic Rubber Co.  
 R. J. Reynolds Tobacco Co.  
 Royal Baking Powder  
 Rumford Chemical Co.  
 Shredded Wheat Company  
 Smith Form-A-Truck  
 Sloan's Liniment  
 Southern Pacific  
 Standard Oil Co. (Perfection Heaters)

Shaw Walker  
 A. G. Spalding & Bros.  
 Sanitol  
 Saxon Motor Co.  
 Scripps-Booth  
 Standard Motor Car Co.  
 Standard Varnish Co.  
 Studebaker Corp.  
 Underwood Typewriter Co.  
 Union Southern Pacific  
 United Shirt and Collar Co.  
 U. S. Rubber Co.  
 U. S. Light & Heat Corp.  
 U. S. Tire Company  
 Victor Talking Machine Co.  
 John Wanamaker  
 Washington Sunset Route  
 Western Union Telegraph  
 Westcott Motor Car Co.  
 The White Co.  
 S. S. White Dental Mfg. Company  
 Willys-Overland Co.  
 Winton Co.  
 Wm. Wrigley Jr. & Co.

THE NEWS restricts its advertising pages to only high-grade merchandise and announcements of legitimate enterprises. You are always certain of good company when you advertise your product in the columns of THE BALTIMORE NEWS, as this paper maintains a higher standard in the acceptance of advertising copy than any other local newspaper.

In Baltimore it is THE NEWS first for the most and economical results. The largest circulation in the homes of Baltimore of any local newspaper.

*For Better Business in Baltimore Concentrate In*

# The Baltimore News

**Net Daily Circulation Aug., 1917, 89,711**

**GAIN over same period 1916, 14,183**

DAN A. CARROLL  
 Eastern Representative  
 Tribune Building  
 New York

J. E. LUTZ  
 Western Representative  
 First Nat'l Bank Bldg.  
 Chicago

## You Knew It Was Coming!

The September issue of Gumption, now in the hands of its readers, carries the announcement of the first increase in rate for The Farm Journal's younger brother, The Country Boy.

You knew it was coming, of course, for you knew that our circulation policy is always to progress.

The October issue of The Country Boy, closing September 20th, will have over 20,000 circulation.



# Better Ways of Saying "We Regret the Delay"

Specimen Letters That Are Suggestive at This Time When Manufacturers Are Themselves Disappointed in Not Receiving Sufficient Raw Materials

THE president tossed the newly arrived letter across the desk to his sales manager and laughed: "I thought at first you'd written this," he said. "It's your old 'we regret the delay' almost to a word."

The sales manager read:

BROWN & Co.,  
Brownville.

GENTLEMEN:

Answering your letter of August 15 we wish to say that we regret as much as you do the delay in shipping your order 4065. Our inability to make shipment on the date promised is due to the fact that we ourselves were held up by the mill, the necessary material being three weeks late. We are now rushing your order through with all possible haste, but at the same time giving it the careful attention necessary, and we hope to be able to advise you of the exact date of shipment within the next two or three days.

Very truly yours,  
SMITH & Co.  
Per A. B.

Such is the condition which prevails in this joyous summer of 1917. Almost all lines of manufacture are swamped with business. Materials are hard to get. Labor is inclined to be high-priced and uppish. The majority of manufacturers have taken a larger bite than they can masticate, and as a natural consequence they are dividing their time between hurling their wrath at other manufacturers who fail to supply them with materials long over due, and soft soaping customers who in turn have just cause for complaint because of delayed deliveries. In a word a big part of the incoming and outgoing mail could be summed up in these words: "Why don't you make deliveries when you say you will?"

Times of stress develop great men and the existing condition has been the means of bringing out a heretofore undiscovered art

in letter writing and a few smooth boys who can use it.

There's Kelly, for instance.

Kelly used to be a sales manager and they call him that still, but selling is the farthest thing from Kelly's mind. His factory is so far oversold it won't wiggle out until some time in 1918. Kelly's job is to make the people stay sold, and compared to the trials incidental thereto a three-month trip on the kerosene circuit would be a vacation. Kelly makes good and keeps everyone happy simply by staying human and telling the truth.

TELLS THE TRUTH REGARDING DELAYS

One day Kelly picked this letter out of his mail, written by one of his best sales agents in the South:

GENTLEMEN:

We would like to know as a matter of information whether there is any prospect of your making better deliveries in future, for if not we are simply wasting our time in pushing your goods. People here may be different, I don't know, but I do know that when they make up their minds to buy one of your devices they want it next morning, and when you begin to talk sixty or ninety days for delivery you might as well tell them you have nothing to offer. We do not wish to seem unreasonable, but we think you might do something to speed up your production, and if you cannot we will have to make some other arrangement, for our competitors are promising deliveries in weeks where you can only promise months, and we cannot expect to do much business like that.

Now the only thing that would really put that particular sales agent in good humor would be the immediate shipment of all his back orders. Kelly knew this, but he also knew a bit about human nature. His theory is that if you can once get a man to see the situation from your own point of view he will make allowance for your inability to meet it. So

he wrote to his friend in the South as follows:

DEAR SIR:

Any manufacturer who can make quick deliveries these days should not boast of it. There is something wrong with his stuff.

We have a lot of orders on our books, we admit it—perhaps more than any other manufacturer in our line.

That is because people want our goods: they came to us first.

We realize what you are up against from a selling standpoint, and we are sorry about it, but we think you ought to give some consideration to our troubles, too. The rush of business we are trying to dispose of came almost over night. It was unexpected. Even if we had wished to do so we could not have increased our facilities to absorb it in time to prevent delays in deliveries. Our production is almost double what it was this time last year, and we are speeding it up still further, but we must admit just at the present moment we are not giving the kind of service we would like to give.

Your letter implies that you are thinking of giving up our agency if we cannot give better deliveries. We cannot blame you for feeling that way, but at the same time we feel that such action would be a mistake from your standpoint as well as from ours. It is true that at present you are losing sales through our inability to fill your orders, but as I have explained this rush is only temporary, and we are doing everything in our power to increase production. You might make a connection with another house that can make better deliveries, but that very fact is evidence in itself that there is not the same demand for their goods, and you would find it harder to make sales. Besides that, by the time you could get a new line introduced we will be back on our old delivery schedule.

You are a reasonable man, Mr. Blank, and we feel sure you will realize how we are situated and make allowance for this state of affairs which we deeply regret.

A SOFT ANSWER THAT TURNED  
AWAY WRATH

It is charged against Kelly by those in his own organization that he resorts to such unfair means as playing on his victim's sympathies. As an example here are the first few lines of a letter he dictated, wearing the while a grin a yard wide. It was in reply to what Mr. Perlmutter terms "a dirty letter" from a customer who had been kept waiting thirty days. Kelly's answer brought back an apology and kept the customer quiet for another two weeks:

DEAR SIR:

Your letter of July 2 received.  
Probably you did not intend to hurt

our feelings by your remarks, but in these times when everyone is rushed to the limit of their endurance, working day and night to care for the interests of all our customers, it doesn't take much to ruffle us.

Undoubtedly you have cause for complaint, but not against us, etc., etc.

Kelly doesn't wait for the "squealers" as he calls them to send in their tale of woe. He has a tickler system by means of which the name of the buyer comes to his attention one week before the promised date of delivery on delayed orders. Then he sends off a letter something like this:

DEAR SIR:

We have been doing our utmost to make good on our promise to ship your . . . August 10, but we fear there will be a slight delay, much as we regret it.

You doubtless know there is great difficulty in getting materials just now. The mills and foundries are rushed past their capacity. The result is that the completion of your . . . and several others has been delayed for lack of certain parts.

We are writing to you at this time to assure you of our regret that we will be unable to make the delivery promised, and also so you may know the delay is due to no lack of attention on our part, for we are following up this job daily, and you may rest assured no time will be lost in its completion.

Very truly yours,

Kelly says the best thing about this letter is it is written before the customer "kicks," in fact, before he begins to look for delivery. The result is that instead of venting his wrath on the manufacturer he is likely to write thanking him for his interest in following up the order.

Kelly's product is a high-priced device which must be built and tested with the greatest care. He uses this as a suggestion in his efforts to pacify customers who have lost patience by means of a little envelope enclosure in which well distributed type and a sketchy little two-color cut from flat zincs are the main features. The copy is as follows:

SUPPOSE—

Suppose you broke the mainspring of your watch—

And you took it to be fixed,

And the man said:

"Come in to-morrow and I'll have it for you."

And you did, and you got it, but it wouldn't keep time.

So you took it to another watch doctor and he said:

"I'll have it for you next Saturday."

And you said:

"It won't take all that time to fix a watch, will it?"

And he said:

"No, I can fix it in about an hour, but I want to keep it three days so I'll know whether it's going to stay fixed."

Which would you take your watch next time? The quick service man, or the one who did an honest man's job?

It's just the same in our line. We might get work out more quickly, but it wouldn't be right.

Up here we think a lot of our reputation for prompt service.

But we like our reputation for quality a lot better.

The insert to smooth out impatient customers is being used more than is generally supposed. A good example is an insert used some time ago by a marine engine builder in the Middle West who reprinted a satirical poem from *Power Boating* with due credit to the publishers and the author, O. B. Capelle:

Keep your temper, Gentle Sir,  
Writes the manufacturer.  
Though your engine's overdue  
For a month or maybe two  
We can't help it; please don't "squeal,"  
Can't get iron, can't get steel,  
Can't get shafts or plugs or coils,  
Can't get lubricating oil.  
So your engine, we're afraid,  
Is a little bit delayed.  
Still you'll get it, don't get vexed,  
Maybe this month, maybe next,  
When the April breezes blow,  
There's no harm in hoping so!  
Keep on hoping, don't say die!  
You will get it, by and by.

### "Plain Dealer" Buys Six-day "Leader"

The weekly edition of the morning *Leader*, of Cleveland, Ohio, was purchased by the *Plain Dealer* last week and combined with the latter paper on September 1st. In making the announcement the *Plain Dealer* said on August 31:

"The Cleveland Company, owner and publisher of the Cleveland morning and Sunday *Leader* and the Cleveland *News*, announces in the columns of the *Leader* this morning, the discontinuance of the six-day morning *Leader* after to-day's issue. It will continue to publish the *Cleveland News* and the Sunday *Leader* as heretofore."

"The *Plain Dealer* has purchased the subscription lists, news-service franchises and good-will of the daily morning *Leader*, and will, beginning to-morrow morning, serve both its own and the morning *Leader*'s clientele with a newspaper which it believes to be among the first in the United States.

"Because of the constantly increasing costs of newspaper production, which has forced newspapers in Chicago, Philadelphia, Pittsburgh, Detroit, Buffalo, and many other cities to increase their price to two cents, the *Plain Dealer* finds it imperative to increase its price on transient sales to two cents, effective September 1. The price for home delivery by regular *Plain Dealer* carriers, however, will not be changed at present."

The *Leader* on the same day carried this announcement:

"This is the final issue of the six-day Cleveland *Leader*.

"The Cleveland Sunday *Leader* and the Cleveland *News* will be published as heretofore.

"The Cleveland *Plain Dealer* has purchased for a valuable consideration the subscription lists, news-service franchise and good-will of the six-day *Leader*, and will, beginning to-morrow morning, serve both its own and the six-day *Leader* subscribers.

"The publishers of the Cleveland Sunday *Leader* and Cleveland *News* will devote their entire energies hereafter to the Sunday and afternoon editions with the determination of making them the equals of any Sunday or afternoon papers in America.

"The staff, equipment, organization and many of the features of the six-day *Leader* will now be combined with those of the Sunday *Leader* and the *News*. The money and men heretofore used in producing three newspapers will be used in producing two."

The *Plain Dealer* was established in 1843. Elbert H. Baker, its present publisher, became general manager of the paper in 1898 and president of the publishing company in 1913. The daily *Leader* began publication in 1848. D. R. Hanna obtained control in 1910 and two years later also bought the *News*, which have since been published under the management of W. P. Leach.

### Shows New Subway to Advertisers

The subway of the Brooklyn Rapid Transit in Manhattan was opened on September 4 as far north as Broadway and Fourteenth street. A party of advertisers was conducted by the Broadway Subway and Home Boroughs Advertising Company, Inc., through the new extension and thence to Coney Island.

### S. Roland Hall Returns to Alpha

S. Roland Hall has resigned as advertising manager of the Victor Talking Machine Co., and has resumed his former position as advertising manager of the Alpha Portland Cement Co., of Easton, Pa.

Because of the change in the dates for the mobilization of the National Army the first number of *American Khaikiland* will not appear until October 1.

# Fears That Parcel Post Would Revolutionize Selling Proved Groundless

Postmaster General Confesses That Patronage of Parcel Post Is Disappointing—New Effort to Popularize It

**I**T is no secret that the Parcel Post has thus far proved a disappointment as a marketing medium for agricultural commodities. This is in spite of the encouragement given the so-called Farm-to-Table Service and the authority conferred upon postmasters in a number of the larger cities to spend some money in advertising this branch of the service via posters, circulars, etc.

But advertisers may regard with feelings bordering on astonishment the confession of the Postmaster General that the Parcel Post has not measured up to expectations in facilitating buying in the farm homes. When the establishment of the Parcel Post was under consideration, national associations of retailers and other opponents of the scheme predicted, and maybe exaggerated, all the difficulties that have been encountered in persuading the farmers to *sell* by mail but no interest expressed a doubt that the farmers would *buy* by mail with increased liberality. Indeed, the Parcel Post was hailed as a boon to the mail-order concerns or catalogue houses.

Now comes the head of the Post Office Department and as much as confesses that there was small need of that solicitude which was manifested some time since as to whether the vehicles formerly in use in the Rural Free Delivery Service would accommodate the new burdens of the Parcel Post. The admission of the Postmaster General is made in the course of a letter which he recently addressed to Senator J. H. Bankhead, Chairman of the Senate Committee on Post Offices and Post Roads, in order to urge the authorization of a Congressional appropriation designed to permit experiment with motor-

truck parcel post service in the country districts. Mr. Burleson comments that up to this time the parcel-post privilege has been used "to a very limited extent by the postal patrons residing in rural territory."

"The records indicate," he says, "that only about eight pieces per route per day are carried from the city to rural patrons and about one piece per route per day is transported from the rural districts to the cities." When it is taken into consideration that rural routes range from twenty-five to fifty miles in length, and that hundreds of patrons are served on a representative route, there may be grasped the significance of this showing. The average includes, it must be remembered, the large mail-order catalogues which are sent out by parcel post as well as the merchandise that may be ordered from such catalogues.

Although the showing made by the Postmaster General does not seem to indicate that the Parcel Post is interfering very extensively with long-established machinery for the distribution of the various commodities sold at retail, there persists a fear that the extension of this activity will in the end prove detrimental. The Senate voted to give the Postmaster General \$100,000 for his newest plan to cultivate Parcel Post patronage, but not until opposition had been registered by Senator Sterling, who said in part:

"This bill provides for the collection and delivery of these products from producers to consumers. I wonder if the activities of the Government will cease with that? The next step will be the carrying of the products and articles from the stores in the cities to the farmers."

# The Work of the Engineer



It's all around you, but you probably never think of it.

You never make a railroad journey that was not made possible for you by the skill of the civil engineer.

You would still be crossing rivers in boats instead of over bridges or through tunnels were it not for engineering science.

Your household supply of water would still be laboriously drawn in buckets from wells and cisterns were it not for the clever engineering work that has made water supply systems economical and available for any municipality.

Now consider the business aspect of this—the billions of dollars expended by the engineer for materials, machinery and equipment to carry on these great works.

And bear in mind that the examples we have cited are a few from the field of *civil* engineering alone.

In other great fields of engineering similar developments are always going forward.

And the bulk of the men who are carrying on these developments are regular, consistent, appreciative readers of the

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

*Power*

*Electrical World*

*Coal Age*

*American Machinist*

*The Contractor*

*Engineering News-Record*

*Electric Railway Journal*

*Engineering and Mining Journal*

*Electrical Merchandising*

*Metallurgical and Chemical Engineering*

*All Members of Audit Bureau of Circulations*

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*The Functions of the*

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*The*  
**Jack-of-All-Trades**  
*vs.*  
**The Specialist**

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*NOTE: This is the first of a series of articles on  
"The Functions of the Modern Advertising Agency."  
We believe the subject is handled in a way to benefit  
many advertisers.*

*HENRI, HURST & McDONALD*

**T**HE old - time advertising agent was willing to attempt the advertising of any product. He was a Jack-of-all-trades. To him advertising was a "game"—a hit - or - miss - go - by - guess undertaking. He seldom possessed a knowledge of the goods he endeavored to advertise or of the conditions under which the product was distributed. His service consisted principally in "dickeing" with publishers, and in writing ads.

It was not unusual for the old-time agent to handle scores of distinctly different lines.

That's why the old-time agent was *superficial* and *inefficient*. His experience was divided over too many kinds and varieties of merchandise. He was a Jack-of-all trades; a master of none.

The situation called plainly for *specialization*. And that perhaps is the *greatest* difference between the Old-time and the Modern Advertising Agency.

The Modern Advertising Agency clearly realizes its limitations. It makes no attempt to market every

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**HENRI, HURST**

*General Advertising Agents*

122 South Michigan Avenue

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*Modern Advertising Agency*

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kind of merchandise. It confines itself to perhaps *eight* general classifications and no more. We even go farther. We cover but *six*.

Those we know well. We have learned by experience the various steps required in the successful marketing of any product coming under one of the six classifications. We know jobbing conditions. We know dealer conditions. We know consumer conditions.

As a result of such definite experience, our record of successes is over 97 per cent.

Were we handling ten or a dozen general classifications of merchandise, perhaps 50 per cent instead of 3 per cent of our campaigns would have proven unprofitable to our customers.

There are scores of big advertisers in this country whose business we would not attempt to handle, simply because their products are foreign to our daily experience.

This policy, to some, may seem shortsighted. It might appear that we were driving business away.

But such accounts, at best, would be only temporary. For we could not serve them properly.

On the other hand, when we meet an advertiser with whose line we are familiar he is pretty certain to want us.

*Specialization*—the handling of only those accounts that we are fitted to serve—has won for us, and won big. And this means that our customers likewise are profiting by our *specialized service*.

Tell us what *product* you are exploiting. If it belongs to one of the lines upon which we are concentrating, we can be of genuine help. If not, we will suggest another Agency—one that specializes upon your line.

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**& McDONALD**

*and Merchandising Counselors*

Chicago, Illinois

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## Everywhere in New York

Do you know of any other publication that covers the five boroughs of New York City so thoroughly, that is consulted more than two and one half million times a day, that is delivered by hand to a class of buyers of recognized purchasing power, and that stays in the homes and offices of the Greater City until called for and replaced?

All these facts apply to the New York City Telephone Directory—all point to reasons why *you* should use this big book in your New York City advertising.

Advertising rates and particulars for the asking.



### NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

New York City

Telephone—Cortlandt 12000

# Will Ask Public for Advertising Funds

Army and Navy Field Comfort Committee Gets Big Return from Advertising, and Plans to Extend Campaign

THE advertising of the Army and Navy Field Comfort Committee, briefly noted in *PRINTERS' INK* last week, is bringing in returns at the rate of \$1,000 a day. There has been no falling off thus far in the daily return. The page advertisement appeared in two Sunday papers on August 26 and three evening papers of the following day.

The campaign is noteworthy because it relies chiefly on paid advertising for its support. The funds for the space that has been used thus far were contributed by outsiders especially for that purpose and \$3,000 additional is already on hand for the extension of the campaign to other cities. Moreover, C. Donald Fox, the executive secretary, has devised a plan for future advertising that will render the committee partially independent of the solicitation of large contributions for advertising.

This week a war-relief bazaar opens at Brighton Beach, and there will be special receptacles in the committee's booth for small contributions—less than a dollar—to help go on with the advertising. It is hoped that \$5,000 may be added to the advertising fund by this method. "If you can't give a dollar, give a dime—and so help us get a dollar." This will be the nature of the appeal to increase this part of the fund.

Briefly, the work of the committee is to send "Field Comfort" boxes to men in the Army and Navy and to Red Cross nurses. Every contribution of a dollar enables one box to be forwarded, the retail value of the contents of which is \$1.85. Special prices from manufacturers make this bargain box possible. A blank form in the advertisement with space for ten names is provided and scores of these are being re-

ceived with a name on every line. The committee promises that a post card will be enclosed with each box bearing on the address side the name of a dollar donor, so that the recipient of the box may get a word of thanks from someone at the Front. This is an inducement that has caused many contributors to send not less than one dollar. While blanks have been received at committee headquarters in the Hotel McAlpin with individual subscriptions of less than one dollar, the total donation enclosed with every coupon has never been less than this amount. The average contribution is close to \$3.50.

"We have had inquiries from hundreds of newspapers," said Mr. Fox, "wherein they request the privilege of representing us in their towns. We will, of course, spend some monies with them for advertising, giving them full credit, and asking that all funds collected in that town be sent to their office, thus doing away with a great amount of clerical work here, further saving a great amount of money on postage for acknowledgments of funds collected through these newspapers, inasmuch as the newspapers acknowledge what they collect right in their own columns—once more giving a further impetus to the movement in their respective towns."

Mr. Fox has other plans under way for adding to the fund. The important feature, however, to *PRINTERS' INK*'s readers, is that the success of the undertaking is largely due to advertising, for which cash is paid, and that the public is going to be asked to contribute toward this advertising. This points the lesson that the Committee believes in advertising as an economy and that it is of the opinion that the public does, also.

# Hart Schaffner & Marx Jolt Trade with "All-Wool" Copy

Fall Campaign Opens with Sensational Attack on Cotton Mixtures and Strong Economy Plea

THE first copy of the fall campaign of Hart Schaffner & Marx has come as a decided shock to the woolen and clothing industry. The soaring price of woolens has caused a great many manufacturers steadily to increase the percentage of cotton in their clothing until the public were not only beginning to feel that adulterated woolens were just as good, but even the government had discussed the advisability of mixing more cotton with the wool. People who wouldn't in ordinary

times accept anything but an all-wool suit were accepting mixtures without a murmur. Then bang! out comes the Chicago house with a statement which has thrown the whole trade into a turmoil. "Good clothes," says this advertisement, "like everything else, cost more than they formerly cost, but if all-wool is best and cheapest in the long run, you ought to have it. It means more style, more service, more satisfaction."

At first glance it may seem that this advertising is merely clever strategy to capitalize war time conditions. Investigation shows, however, that a vital policy is involved. Hart Schaffner & Marx, as every reader of PRINTERS' INK knows, have made and held their reputation on an all-wool policy. They have spent hundreds of thousands of dollars to urge people to look for the little label that is "a big thing to find," because it assures them of getting an all-wool suit. Even if they could make more money this year, by meeting the popular clamor for lower first-cost clothing and mixing cotton with the wool, the management feels that such a course would tear down the structure on the building of which it has spent a good-sized fortune. So instead of giving the people what they think they want, they are going to stand by their guns, and give them clothes that they believe are best for all con-

## Buy all-wool clothes

*Ours are absolutely guaranteed to satisfy you*

**A**T a time when every dollar you spend ought to be looked at twice before you part with it, just remember that you ought to look more than twice at what you're going to get for it.

We have based our whole business on the belief that all-wool is best for men's and young men's clothing; that cotton mixtures, though somewhat cheaper, are not economy.

We have maintained a strict all-wool standard in spite of steadily rising costs of fine wool, in the face of the clamor for cheaper clothes. We know that the men and young men of America share our belief that all-wool is best; is real economy.

Good clothes, like everything else, cost more than they formerly cost, but if all-wool is best and cheapest in the long run, you ought to have it. It means more style, more service, more satisfaction. It's worth the price.

In spite of the war the weavers of England, Scotland, Ireland, and America have no difficulty in supplying us with wool goods.

We believe we are upholding and strengthening the call for economy in maintaining our long time standard of all-wool clothes, with an unlimited guarantee of satisfaction.

*Insist on seeing our label*

Men who want the best in clothes can get it wherever our clothes are sold. Our label in a garment is the sign of all-wool and an absolute guaranty of satisfaction; a small thing to look for, a big thing to find.

*The Fall Style Book is ready; send for it.*

**Hart Schaffner & Marx**

Chicago

New York

THE FIRST GUN IN THE ALL-WOOL CLOTHING CAMPAIGN

cerned, even though it will cost them a good many thousands of dollars in advertising to put over the economy idea.

"It is the old story all over again," said M. W. Cresap, vice-president of the firm to a representative of PRINTERS' INK, "of educating the public that the best is the cheapest in the long run. A great many people will think they can save money by buying a cotton mixture. But in the long run they pay more, for such clothes will not last. They will require more suits of clothes. So they will spend just as much money, just as much wool will be used, and the net result of the cotton mixture propaganda is nil. The idea of economizing by mixing cotton with wool, is about the same economy as mixing water with milk to feed a baby."

This first announcement which appeared in a list of several hundred metropolitan newspapers all over the country will be followed

up by other similar advertisements, all of which will drive home the "all-wool" argument, although the later advertisement will discuss specific models as well as the woolen situation. It is interesting to note that Hart Schaffner & Marx have consistently increased their use of newspapers since they first started using them in a small way, and this fall's campaign will be the biggest yet.

#### Albany Boat Corp. Appoints Agency

The advertising account of the Albany Boat Corporation, Watervliet, N. Y., has been secured by Rex W. Wadman, New York. Full-page space will be used in class journals and marine trade papers.

#### Joins "Forbes Magazine"

Marian R. Glenn, formerly director of business information of the American Bankers' Association, is now associated with *Forbes Magazine*, New York.

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# Florists Unite to Advertise Nationally

Campaign to Begin in November to Offset Possible Slackness Due to Economy Wave

WITH the next big holiday season, Thanksgiving, the florists of America will launch a four-year national advertising campaign on a co-operative basis, to promote the custom of selecting flowers as gifts. Full-page advertisements will be run at gift-giving periods in the national weeklies as best calculated to bring the message before the public at the instant of gift expenditure, with smaller and more general space in the intervening periods. A central committee has been appointed to handle the campaign, responsible to the Society of American Florists and Ornamental Horticulturists, and to the Florists' Telegraphic Delivery.

The movement had its inception at the twenty-third annual meeting and exhibition of the society in New York, August 21, 22 and 23, with a motive and object aroused in part by the war-time tendency of the public to cut down on expenditures for luxuries. It is interesting to note that the determination to advertise came so soon after the Chicago Florists' Club made use of space in a national medium. This advertising was described in the May 24th issue of *PRINTERS' INK*.

This is the crux of the whole plan of the trade, to inculcate the idea that flowers should not be regarded as a luxury, but as a necessity of real value in the esthetic, social and sentimental sense, and that as long as gifts are gifts, flowers are suitable gifts for all occasions.

This question of the public's attitude toward flower giving formed a large part of the convention discussions, and the general conditions which the florists are facing may be summed up in part by the words of Robert C. Kerr, president of the society,

touching on the subject of publicity. He said:

"If there ever was a time in the history of our profession when we needed a nation-wide co-operative publicity campaign, it is now. During this time of so much publicity given to economy, we are liable to suffer if we do not give more publicity to the use of flowers, plants and other ornamentals.

"Just an example of what does happen occasionally; an article appeared in one of our Houston local papers, addressed to one of the local charities, saying, 'Find enclosed my check for \$10, which under former conditions would have gone for flowers, but I feel it my duty to send this instead.'

"This article was published just after the funeral of one of our townsmen the same afternoon, and would have had telling effect if it had appeared in the morning paper. I am only looking at this from the viewpoint of my having flowers to sell—my only commodity for selling and making my living—and not from another viewpoint which we must often take, that of helping willingly and liberally in all deserving causes.

## CHICAGO CAMPAIGN HAD INFLUENCE

"Such agitation, you see, calls for us to keep ever before the public the use of flowers. We must keep the sentiment alive. We must have some means of quick action, and I am convinced that it would be well for every city to follow plans similar to those of the Chicago Florists' Club, every florist in the city contributing his pro-rata to a co-operative advertisement to appear as often as is deemed best, on the subject of the general use of flowers. If this is done by individuals they can sign their



"Over the Top"—Thompson in *Leslie's*.

*Leslie's* is giving the American people more about this great war, in picture and text, than any other periodical in America.

Do you wonder that *Leslie's* is enjoying a reader-interest (and circulation) never attained before?

Your advertising can find no more substantial and interested a buying community than *Leslie's* 425,000 families.

As a matter of standardization, *Leslie's* changes, with the issue of Sept. 8, from "published Thursdays" to "published Saturdays." This has no effect on date of subscriber and newsstand delivery (Wednesdays).

# *Buying Paper Is a Business In Itself*

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

**BERMINGHAM & SEAMAN CO.**  
*Paper Manufacturers*

## CHICAGO

## NEW YORK

**CHICAGO** **NEW YORK**  
**Continental-Commercial Nat'l** **Fifth Avenue Building**  
**Bank Building** **200 Fifth Ave.**

St. Louis    Minneapolis    Buffalo    Philadelphia    Milwaukee    Detroit

names; if by clubs, then the club name; or some similar plan can be followed.

"Our publicity committee can be of vital importance, stirring up interest throughout the country by such a co-operative campaign. And a movement of this kind is inexpensive but effective, giving a direct benefit."

Under the chairmanship of W. J. Therkildson, of the W. Atlee Burpee Company, of Philadelphia, the publicity committee reported a complete plan to the convention, not for a series of city club advertising campaigns, but for one big national drive. Six thousand dollars were raised by subscription before the session came to a close. This has been followed by a \$5,000 fund from the society itself, and by supplementary subscriptions bringing the fund up to \$36,000 at a recent date, with the finance-publicity committee and the executive board just getting under way in their co-operative effort with the publicity committee.

A factor, which, according to Mr. Therkildson, is having marked influence in eliminating jealousy and suspicion is the success of the Florists' Telegraph Delivery. This is an organization in which florist members take orders for delivery in other cities, telegraphing them to be filled by florist members in the cities of delivery. Thus a man in New York wishes to send flowers to the lady of his affections in Philadelphia. He places his order with a New York florist. The florist telegraphs it to a flower shop in Philadelphia, which makes delivery out of its own stock, billing the New York florist less commission. A standardization of prices and assortments facilitates the deal.

As an evidence of the effectiveness of this organization one of the outstanding acts of the Fourth National Flower Show in Philadelphia was the sending flowers by telegraph to the mayor of every city in the United States where there was a florist member.

Probably nothing has done more to convince the florists of this country of the advantages of co-operative effort than the results of this plan; and as this organization as well as the national society is committed to the national campaign, it follows that its members, and those contemplating membership in it naturally will not want to be placed before the other members, whose friendship is valuable to them, in the light of holding off their financial support of the advertising movement for the benefit of the entire trade on the basis of "getting something for nothing."

In other words, conditions and the committee have succeeded not only in making support of the campaign a matter of business pride, but of business necessity, and there is little likelihood that any florist will try the plan of sitting back and waiting to cash in on the advertising investment of the rest.

A feature of the advertisements, as outlined by the committee, will be simplicity and brevity of wording, with large illustrations to tell the story. There may, for instance, be one built around the thought that "*every day is somebody's birthday or anniversary*," and the thought that no gift could be more appropriate, no matter what the occasion, than flowers. The general theme for "mothers' day," Easter, Christmas, New Year, graduations and so forth, are obvious.

The scheme of the campaign organization of the "central office" is comprehensive and permanent. The work of the committee will not end with business strictly relative to the placing of the national advertising, but will be extended for the benefit of association members to many correlative activities.

It also will be partially self-supporting through the furnishing to members at very small profits over expenses of poster stamps in various sizes and for various dates, post cards for different dates and purposes, announcement and suggestion cards, window

cards of artistic merit at nominal cost, standard single-sheet and eight-sheet posters at low cost, and miscellaneous dealer helps, such as photographs and drawings, at small cost.

It is proposed to appoint an advertising manager at \$4,000 or \$5,000 a year. Office rental and minor salaries will consume a small proportion above this, and all the rest of the fund will be available for direct application to advertising. Headquarters, according to present plans, will be in Philadelphia.

A portion of the letter that was sent florists who could not be reached personally, asking for subscriptions, appears below. It is a good example of a letter to "sell" a co-operative campaign.

"As a member of the Society of American Florists and Ornamental Horticulturists, you *must* be greatly interested in the proposed advertising campaign that was so enthusiastically received and passed at the recent convention of our great organization.

"Many times we have been asked, 'What does the S. A. F. & O. H. do for me?'

"There is no desire on the part of the officers to assume a paternal attitude toward its members; service has been and will continue to be the greatest object of this organization.

"The coming campaign, will without doubt, create a tremendously increased demand for flowers and it is but one of the many benefits your organization proposes and will give to you.

"You of course have read in the trade papers of the enthusiasm manifested at this meeting, and we are sure you want to do your part in this great national campaign to popularize flowers. . . .

"Here is a well-defined campaign that requires the comparatively insignificant sum of \$50,000 a year for a period of four years. We say insignificant sum as a matter of comparison, for when we consider the advertising appropriations of some of the large organizations such as the

Overland car, the Victrola and the Uneeda Biscuit, that run into millions each year, this is but a modest effort.

"What better use can you make of your money than to subscribe a sum that you consider right towards this great campaign? The national organization of the S. A. F. & O. H. will contribute five to ten thousand dollars a year as their share. This is where a part of your money will go, and we ask you to co-operate and subscribe for a sum that you consider consistent with the business you do.

"Please understand in making your subscription that you are making it for four years. For instance, if you give \$100 a year for four years your subscription is \$400. Your national organization will guarantee that no \$800 that you could spend in any form of advertising will yield you anywhere near the returns that your co-operation in this great national campaign will yield.

"All forms of publicity will be at your command. If you need engraved invitations for your opening, this bureau or department of your organization will supply the very last word in dignified salesmanship at a cost lower than you could purchase the original plates. If you want seals and stamps for different occasions, these may be had from the best known processes at a cost that you would pay for the drawings, were you having them done yourself. If you have the opportunity to use window cards and posters of large size, these will be furnished by your organization at a price that barely covers cost.

"Cuts of all types and kinds may be had at a figure that you would have to pay for the photographs alone. Dealers' helps of every sort are at the command of every subscriber of this fund. Here is an opportunity to help yourself. The campaign is built on a big, broad plan that is designed and that *will* do more to help you than anything you have ever considered."

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# The Test is the Contents Page

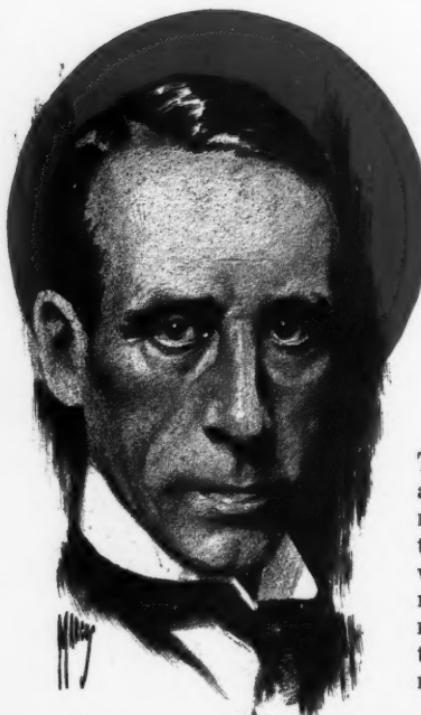


A veteran war correspondent and newspaper man of two worlds who knows the Bagdad railroad as well as you know the subway. Publisher of the Metropolitan.





Readers of the *Metropolitan* are not "tired of the war", they do not want "something just to read", they have survived the pseudo formulas of individual success—the "oil-lamp" philosophy of little business, little minds and little comforts. They are thinking ahead.



The most interesting and vital writer on economic and social questions in America. His war articles in the *Metropolitan* have been the most notable contributions of their kind to magazine literature.





To whom and under what conditions do you choose to advertise? To jaded minded folks turning to fiction "dope", to immature brains groping for a "patent medicine" success? Or do you wish your message to reach the Metropolitan type of reader, progressive men and women, bravely facing the facts of life, keen to the tasks of living in these history making hours, fitting themselves mentally and spiritually for the changing social and economic conditions born out of the titanic struggle of nations.

The Man behind the Mobilization — doing the biggest work of his life in the pages of the *Metropolitan*. He said in his *Lusitania* editorial in the June 1915 issue "It was a victory over the defenseless and the unoffending, and its signs and trophies were the bodies of the murdered women and children." He demanded then that we meet the German argument with "the strength and courage of a just man armed."





Metropolitan—over 450,000 circulation—the biggest audience of progressive minded readers ever attained and held by any magazine in America. The contents page is the visible proof of a worth while dependable advertising medium.



We hold our readers with the best. There is no bigger entertainer in America than Booth Tarkington. His new novel, *The Middle Westerners*, which he feels is the greatest work of his life, brings to the lighter side of the Metropolitan the brave thrill of vision and sincerity as well as entertainment.



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# Uncle Sam Endeavors to Find a Purchasing Policy

Various Departments Seem to Be Getting Together in Reaching a Systematic Buying Programme

## *Special Washington Correspondence*

IT may be that there is a considerable distance yet to go, but the indications are that Uncle Sam is gradually "finding himself" in the matter of purchasing policy. This will be welcome news to every manufacturer who sells or desires to sell goods to the Government.

Doubtless it would be unjust to say that the formulation of a definite, consistent, co-ordinated buying programme would bring order out of chaos, because it can scarcely be charged that the Government has been wholly devoid of system in its purchases to date. At the same time, sellers have been confused by what has appeared to them a multiplicity of authority or a conflict of jurisdiction and have been in doubt, consequently, regarding the proper point of attack for their sales effort.

It needs a supreme executive, whose purchasing word is law, to give general direction to the task of outfitting for war. This concentration of authority has been lacking in the United States. There has been talk of one dominant purchasing agent who would do all the buying for the United States and the Allies, even as the allied Governments have for some time past had such centralization of purchasing authority, but up to this time this single-headed system has not materialized. It is not even certain that the new War Industries Board will produce the desired simplification.

Meanwhile there is continuous experiment for the purpose of making war purchasing a more exact science. Both the War Department and the Navy Department, for instance, have been loath to relinquish any of their purchasing prerogatives to an outside agency, but the War De-

partment has allowed committees of practical business men to act in advisory capacity to the depot quartermasters all over the country, and the closing week of August brought the announcement that the Bureau of Supplies and Accounts of the Navy Department had adopted a new plan whereby the purchase of supplies for the Navy will be distributed throughout the United States in a more far-reaching manner. When you come to examine this new scheme, however, it appears to be a plan for bringing the needs of the Navy to the attention of merchants and manufacturers. That is all very well in its way, but it does not help the manufacturers who are fully alive to the possibilities of the Navy as an outlet for manufactured goods, but who would like to have the sales process standardized.

## TOO MANY "BOARDS" AND "COMMISSIONS"

The suspicion persists after a study of all angles of the subject that much of the confusion or misunderstanding that has come about with respect to Government purchasing was due to the way in which the Advisory Commission of the National Council of Defense butted in on the war purchasing. This volunteer organization of business men, by its own wish and consent, had nothing to do with the actual purchasing, but restricted its activities to recommendation of purchases, etc. However, not all the firms that desire to have Uncle Sam as a regular customer have realized just where the line of authority was drawn, and in consequence there has been lost motion in selling. Incidentally, there has been some hard feeling, as when speakers in the Senate launched criticism because of the

fact that members of the advisory committees of the National Council were interested in companies that received contracts from the Government.

The atmosphere began to clear with respect to governmental purchasing with the creation of the War Industries Board, which has general supervision over the war-industrial activity of the nation. This Board does not supplant the National Council of Defense nor the Advisory Commission of the latter, but in the estimation of the average business man with goods to sell, it overshadows these older bodies. As has been admitted, too, not even the creation of this War Industries Board has yet resulted in the organization of a compact, centralized purchasing agency, but the advocates of such concentration "have hopes."

In the meantime there has been steady progress in the direction of betterment of the details of governmental purchasing routine. The business men who in fourteen different cities have been co-operating with the army district depot quartermasters have been enabled to point out various opportunities for the elimination of needless red tape and Government officials have been induced to listen to reason with respect to "deliveries" and "inspection," two exactions heretofore so rigid that many manufacturers have been deterred from bidding on Government contracts.

War conditions have had a healthy effect, too, in inducing Federal purchasing agents to learn the lesson of reasonable compromise. When the Government, entering the open market, was unable to find motor trucks, or what not, that were within gunshot of its own specifications it had an opportunity, such as it would never before accept, to realize that a manufacturer's stock models may answer every purpose. Similarly when Uncle Sam suddenly found his requirements in office furniture, including filing devices, running at the rate of \$500,000 a year instead of to the tune of \$250,000 a year—the rate

prior to this summer—it was brought home to those in authority that it is futile to attempt under all circumstances to insist upon time of delivery entered on the schedules of the U. S. General Supply Committee.

If the exigencies of war outfitting did no more than induce a relaxation of the rigors of Government specifications—something already attained in good part—the current readjustment of the Government's purchasing machinery would be well worth while from the standpoint of men with goods to sell. It has been a common complaint that Government specifications have been lacking in some respects and overexacting in others. For example, there were instances where the specifications gave no instructions regarding the material to be employed in the manufacture of an article, and yet the stipulations with respect to the completed article were so straitlaced that only a product formed from a special material or a special combination of materials could get by.

#### RIGID SPECIFICATIONS NOT LIVED UP TO

To a considerable extent the eccentricities are being ironed out of Government specifications. Federal purchasing agents have, indeed, had no other choice. When you need gloves for millions of men and your specifications call for a seamless glove which all the available factory equipment in the country cannot turn out at a more rapid rate than 500,000 a year, something has to give and usually it is the specifications.

Imagine the U. S. Army disdaining, in days gone by, corned beef in the standard 24-ounce can known to commerce and insisting upon a 32-ounce can—a container of unusual size which, owing to the limited demand, had to be manufactured by hand. Fancy, too, bacon specifications that required a cut and quality better than the best packers furnished under their best brands, with the result that Army purchasing

agents had to wink at deficiencies in quality or else fail to bring home the bacon. As a result of not being narrow-minded as of old, in his purchasing, Uncle Sam is obtaining for his soldiers this year a very acceptable substitute for blackberry jam. Had his insistence been for blackberry or nothing, there would have been no spread for the bread. By modifying requirements for cotton duck new sources of supply have been made available. Manufacturers of fabric for automobile tires and carpet makers having been enabled, thanks to this concession, to adapt their looms to tent material.

#### TO MAKE UNIFORM CONTRACTS

In some respects the most hopeful sign that Uncle Sam is going to develop normal, rational, scientific buymanship is found in the creation of what is known as the Interdepartmental Cost Conference, and in the headway it has made during the two months of its existence. The Conference was organized by Secretary of Commerce Redfield, assisted by Burwell S. Cutler, the manufacturer who has, since the start of the war, assumed the post of Chief of the U. S. Bureau of Foreign and Domestic Commerce. On the Conference, as, now constituted, the War Department has twelve members, the Navy Department, seven; the Federal Trade Commission, three; the Council of National Defense, three; the War Industries Board, three, and the Department of Commerce, two.

This new organization of purchasing specialists has busied itself, ever since its organization, with the framing of uniform contracts for war purchases, and has just announced its first recommendations. Before arriving at any conclusions, representative manufacturers and business men in varied lines were called into consultation, and it is claimed that this is the first time in the history of this or any other Government that business interests were enabled to have their say in advance

regarding what is proper in contract forms and cost definitions.

In view of the fact that Uncle Sam has, since the outbreak of war, made vast purchases on what is known as the cost-plus plan, including the contracts for the new military camps and cantonments, it is interesting to observe that this special jury of experts now comes forward with an expression of strong preference for a straight purchase-and-sale contract at a fixed price. It is pointed out that the British Government, after several years' experience, has discarded the cost-plus contract plan and adopted the other kind, and it is the deduction of the Federal investigators that the last-mentioned plan of doing business is simpler in terms, easier to work under and productive of better and quicker results.

Though standing out for the straight contract at a fixed price, the Interdepartmental Conference concedes that the cost-plus contract may be desirable or necessary under certain conditions. For one thing, there is the case where Uncle Sam is giving a huge contract to a manufacturer who lacks sufficient working capital and plant equipment to carry through the job. Or again, it may be advisable to pay the entire cost of production with a profit added when the production is novel and a manufacturer has had no past experience on which to base a price,—say in the case of steel helmets, aeroplane motors, etc. Finally, the cost-plus plan may represent the only basis that is workable in the face of the present feverish fluctuations of material costs or where production involves difficult and complicated manufacturing effort subject to changing plans and specifications. It is the feeling of the Conference, however, that where profit is based on a percentage of cost the interests of buyer and seller are inevitably opposed and that for the contractor there is the temptation to inflate costs and for the purchaser there is a burdensome task in determining

and checking up proper costs.

One reservation is made in the recommendation for buying on straight contract. It must be at "fair terms," and the Conference devoted many days to an effort to determine what may be accounted "fair terms." In the end the council of buyers came to the conclusion that Uncle Sam is entitled to be more inquisitive than many a manufacturer likes to have any customer, big or little. The Conference has recommended to the Departments and other Government institutions that when making purchases each seller or contractor "in so far as possible" be required to state the cost and other factors upon which his price is based, and that these representations be the subject of investigation by the contracting officer before the final execution of contract.

With manufacturers in scores of different lines, whose markets have been disturbed or whose supplies of raw material are threatened or already cut off, running to the shelter of "war contracts" it may be of interest to learn what Uncle Sam proposes to take into account in scrutinizing price and terms. The various physical aspects that one would expect to weigh will, of course, be taken into account, and likewise such equations as the prosperity of the trade and of the particular manufacturer involved; duration of the job, i. e., the length of time a plant will be tied up; and the probable loss of commercial business to the manufacturer by reason of taking the Government business.

#### WHAT WILL BE CONSIDERED A REASONABLE PROFIT

In all Government purchasing for the war, either on the straight-contract or cost-plus basis there appears to be recognition that 10 per cent net profit is about right, on an average. In contracting, however, for the erection of the military cities for the National Army and National Guard the Government allowed the 10 per cent fee only on contracts under

\$100,000 and scaled down the net until but 6 per cent is allowed on contracts over \$3,500,000. So, too, the conference of purchasing officers has come to the conclusion that under straight contract 10 per cent of cost is an unreasonably high profit in the case of an article ordered in bulk and deliverable promptly, but may be unreasonably low in the case of an order where the quality is high and the quantity small or where the material risk is considerable.

Throughout the war purchasing programme Uncle Sam's buyers have disclaimed any desire or intention to drive a hard bargain. Latterly, the Interdepartmental Conference has gone on record to the effect that to skimp fair terms will cause sellers to lose interest in production. For all that, Uncle Sam is inclined, when making a purchase contract, to demand the insertion of certain "war clauses." These deal with the adjustment of price on increased labor and material costs and with the right of the United States to supply material or component parts. Indeed, the Government has a conviction that it can protect raw-material market conditions by purchases in bulk as was done in the case of leather for the Army shoe contracts.

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#### President Hartford of G. A. & P. Co., Dies

George H. Hartford, head of the Great Atlantic and Pacific Tea Company for nearly half a century, died August 29th, at Spring Lake, N. J., a summer resort. He had lived for many years in Orange, N. J., and had been mayor of that city for twelve years. He would have been eighty-four years old had he lived a few days longer.

Mr. Hartford became associated with the Great Atlantic and Pacific Company in 1869, and was personally responsible for many of the policies which resulted in its remarkable growth.

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#### Lee's Coming to New York "Tribune" Delayed

Richard H. Lee was unable to join the New York *Tribune* staff on September 1st, having been stricken with typhoid fever in Cleveland.



## "Cover Boston Dealers in Record Time."

"Mitchell, it's up to you to cover the Boston dealers in record time—the success of our proposition depends largely upon your speed—

"Soon as you land in Boston you'd better call on the ***Merchandising Service Department of the Boston American***—tell 'em what you're up against, and ask for the use of their ***Trade Maps***.

"You can't go wrong—all your grocers and druggists are shown on the ***Trade Maps*** and arranged in order of call—they show all the short cuts. The maps will lessen your worries and save time—go to it."

Tell *your* salesmen to call on us—we can help them—and you.

**BOSTON AMERICAN**  
THE NEWSPAPER OF NEW ENGLAND

80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE  
1789 Broadway

CHICAGO OFFICE  
504 Hearst Bldg.

# LIFE

The unquestioned leader  
of all mediums reaching  
the greatest number of  
readers of *unquestioned*  
buying power.

Its readers can *afford* to  
spend.

That's why advertisers are  
listing LIFE as one of their  
*vital* mediums.

24-K gold circulation.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

## Likelihood of Zone Increase on Second Class Mail

Confidence of Senator McKellar That His Amendment Will Be Adopted  
—Tax on Advertising Sections of Periodicals a Dead Issue

*Special Washington Correspondence*  
SENATOR K. D. MCKELLAR of Tennessee, author of the second-class mail rate amendment which was adopted in the Senate sitting as Committee of the Whole, stated in an interview for PRINTERS' INK on Friday morning, August 31, that he believes his amendment will be approved by the Senate and accepted by the House.

However, the matter is yet open in the Senate. The amendment has thus far simply been adopted in the Committee of the Whole, and this action is open to reversal upon consideration of the bill in the Senate. Indeed, Senator Smoot has served notice that when the Revenue Bill comes before the Senate he will move reconsideration of the second-class mail rate amendment, such reconsideration being possible up to the time the bill goes on its third reading.

Senator McKellar's confidence, as expressed to PRINTERS' INK, in the ultimate acceptance of his amendment in Senate, is based on the size of the vote by which this amendment was adopted and the unlikelihood that any considerable number of Senators will change their votes. Indeed, it is indicated that Chairman Simmons of the Senate Finance Committee and other leaders stand ready to accept the McKellar proposition. Their attitude is that publications must stand a second-class rate increase and that any plan of assessing that increase that is found acceptable by a majority of the Senate will be O. K. with Finance Committee and administration leaders.

Expectation that the House will fall in line is based not so much upon the tradition that the House usually yields to the Senate when revenue measures go to confer-

ence as on the circumstance that the McKellar amendment accepts the principle of the zone system already approved by the House and that the minor differences between House and Senate as to rates will be resolved in favor of the Senate version on the showing of costs that can be made.

The amendment of Senator McKellar reads as follows:

"SEC. —. That on and after January 1, 1918, all newspapers, magazines, and other publications regularly admitted to the mails as matter of the second class when mailed by the publisher shall hereafter be subject to the following rates of postage, the zone system now applying to parcel-post matter to be adapted also to second-class matter:

"Local, first, second, and third zones (under three hundred miles), 1 cent per pound.

"Fourth zone (three hundred to six hundred miles), 2 cents per pound.

"Fifth zone (six hundred to one thousand miles), 3 cents per pound.

"Sixth zone (one thousand to one thousand four hundred miles), 4 cents per pound.

"Seventh zone (one thousand four hundred to one thousand eight hundred miles), 5 cents per pound.

"Eighth zone (over one thousand eight hundred miles), 6 cents per pound.

"Provided. That free-in-county circulation provided by law shall continue as at present: *And provided further.* That the Postmaster General may hereafter require publisher to separate or 'make up' to zones, or in such manner as may be directed, all matter of the second class when offered for mailing."

The amendment was not a straddle or a compromise. On the

contrary, McKellar framed it more than two months ago, or on June 22 last. He was moved to take action by a speech of Representative Steenerson in the House, in which Steenerson claimed that the figure of \$89,000,000 given by the Post Office Department as the loss on second-class mail should be less than \$60,000,000. McKellar took that as an admission from friends of the publishers that the "subsidy" existed but was not as large as represented. He then went into the subject rather exhaustively and obtained from the Post Office Department and other sources figures that indicate that at present rates periodicals and newspapers "pay their way" when haul is not more than 289 miles. In other words, at the one-cent-a-pound rate, local mailings, mailings in the first and second zones pay somewhat more than the actual cost of transportation whereas in the third zone the payment is just a little less than cost. Striking an average, McKellar concluded that the present rate should hold for the local, first, second and third zones.

The amendment as originally framed provided for the new rates to take effect on and after July 31, 1917. That date was changed in the amendment as adopted to read January 1, 1918, and Senator McKellar tells PRINTERS' INK that he will not be surprised nor will he offer objection if the date of enforcement is, by further amendment in the Senate, advanced to July 1, 1918. This margin is designed, of course, to take care of advertising and subscription contracts to which publishers stand committed as well as give the Post Office Department time to prepare for the new basis.

Beginning Friday morning, August 31, Senator McKellar has been deluged with telegrams from magazines and other periodicals,—newspapers apparently not registering any kicks.

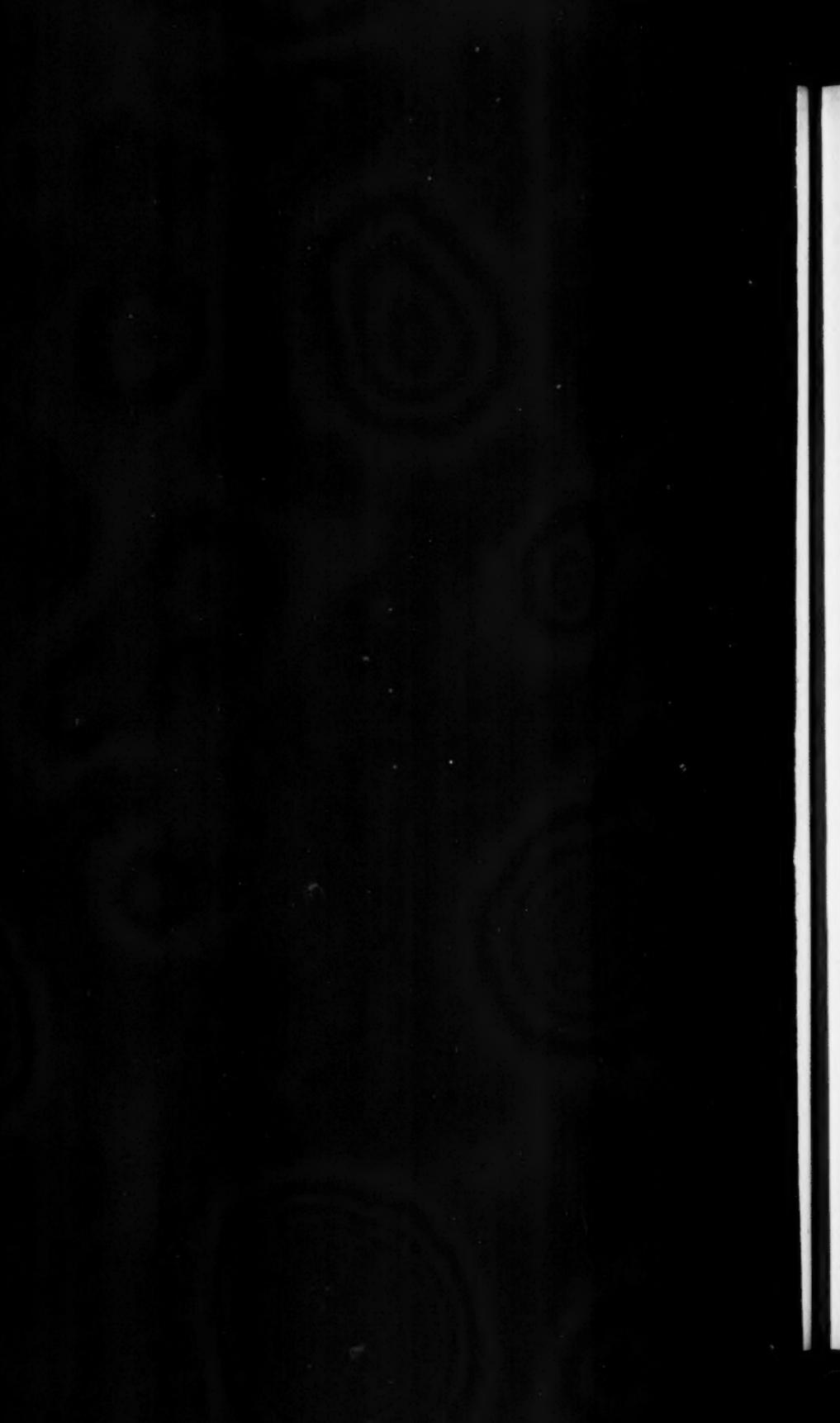
The tenor of his replies may be surmised from the rejoinder he made on Friday to the International Magazine Corporation, publisher of seven magazines, which

wired that the McKellar amendment would increase the postage bill on these magazines \$400,000 per year. Reply was to the effect that it appeared by the publisher's own figures that he (the publisher) was being asked to pay only about one-seventh of what it has been costing to transport the magazines, and that in time of war and the nation's need, certainly no business institution could take offense at being asked to return to the Government one-seventh of what "it has been receiving from the Government."

In answer to questions for PRINTERS' INK, Senator McKellar declared that he did not believe that the effect of the permanent adoption of his proposition would be to cause magazine publishers to cast about for means to avoid the long hauls and high zone rates by establishing publishing plants in various cities from which the periodicals might be sent out at the low rates available for distances up to 300 miles.

The influences that are now operating in Washington to induce acceptance of the McKellar proposition by the two houses of Congress may be enumerated as follows: First, desire of Congressmen who have been bombarded pro and con on this subject to rally to any solution that appears acceptable to a majority of the two houses, and will thus close a very troublesome incident. Second, support being given the McKellar amendment by the newspapers. Newspaper publishers have bombarded Congressmen with telegrams endorsing the McKellar amendment which would, of course, bear more heavily upon magazines than upon newspapers. Third, elimination of the 5 per cent tax upon publishers' profits. The alternative proposition (the pet scheme of the Post Office Department) to put the burden of higher rates on the advertising sections of newspapers and magazines, allowing the old rate to hold on reading matter appears to be dead. At this writing it looks like the "zone system" with only the rates in doubt.

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## PRINTERS' INK



## Color Compels Attention

The other day we asked the Manager of one of the biggest Mail-Order houses the comparative pulling power of a Color page and a plain black page in his Catalog.

### He said "5 to 1"

Through our co-operative plan of printing Color pages for a number of different magazines at one time, the cost of Color space as compared with black space is only about 2 to 1.

*It certainly pays to dominate.*

RUGGLES & BRAINARD COLOR SERVICE

*(Continued on next page)*

## PRINTERS' INK

**HARPER'S MAGAZINE**

July 1917

Last Moment in War by H. G. WELLS  
Mark Twain's Last Lecture  
Germany's Economic Situation  
Our Colleges and the TRUTH BE COSTLY

**Midsummer Fiction Number.**  
August, 1917

**THE AMERICAN REVIEW OF REVIEWS**  
EDITED BY ALBERT SHAW

JULY 1917

AMERICAN AND METHODS

In Petrograd During the Seven Days

**The WORLD'S WORK**

35 CENTS

**Popular Science**  
MONTHLY

300

Colorplates and Printing by  
American Colotype Company  
New York

200 Fifth Avenue New York

**Magazines that influence home and family**

Because these magazines have always given the best ART, the best NOVELS, the best SHORT STORIES, the best SCIENTIFIC ARTICLES, the best review of CURRENT EVENTS, the opinions of the best men on POLITICAL and other subjects, the experience of the keenest minds in every field, is the reason for their tremendous influence on the families of the country.

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**Magazines that selector you**

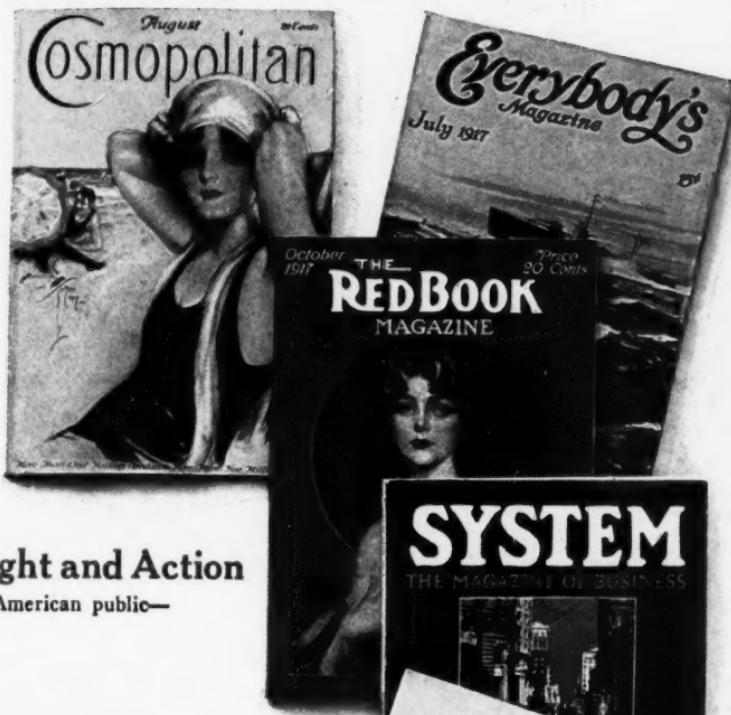
3,000,000

The leaders in every line of thought have the benefit of the class of people who naturally appreciate them. These magazines have automatically attracted the hundreds of families in the smaller communities and the larger cities, who set Styles and start Fads in the world. If you want as your customers in every village, town, and city, people with higher than average incomes, people who live in the habits of life and whose tastes naturally and comfortably buy—then you *must* sell the people who buy these magazines.

**RUGGLES & BRAINARD, INC.** Authorizing Agents

For the Sale and Production of Colorplates

PRINTERS' INK



uence thought and Action  
ways give to the American public—

ICLES,  
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influence in the minds of the 3,000,000 leading

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3,000,000 leading families

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start Fair in their home town.

In every village, town and city, people with bet-  
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naturally, and Quality in everything they  
ole who read these magazines.

ED, INC. Authorized Representatives  
on of Copies in this Group of Magazines

5 Fifth Avenue New York

(Continued on next page)



**A Color Advertisement forces every reader to see it**

We can show you how to wake up your own salesmen.

We have a plan to make a Color campaign look mighty big and powerful to the retail dealer.

We can tell you how to merchandise your Color campaign to the Retail Dealer and get his selfish co-operation.

We can show the Retail Dealer how to hook up with your national advertising and get definite, positive results right in his own neighborhood.

There are many other ways we can co-operate to make your advertising pay in a big way.

**RUGGLES & BRAINARD COLOR SERVICE**

*(Continued from preceding page)*

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# Giving the Printer an Intelligent Layout

How It Can Be Done Shown in Concrete Form

By Gilbert P. Farrar

**W**E will submit copy and layouts in a few days," says the average advertising man.

And the layouts which he submits are usually very fine pieces of art work. The figures, borders and headings are usually drawn in fine style. These layouts give the client a good idea of how the advertisement will appear when the drawings, engravings and type are finally put together.

This is all well and good, and up to the point of selling the artist's layout to the client we have nothing to say. It is the layout that comes to the printer to be set in type which we wish to discuss here.

A great deal more efficiency and less friction could be obtained if the rank and file of advertising men had a set system of layouts which the printer could readily understand.

Of course, the printer will muddle through with any layout you give him, or he will sometimes set a good advertisement without any layout.

Then, there are some few printers who have service departments which can be relied upon to produce a good setting of most of the copy sent in. This is mainly because

some advertising man in their employ makes an intelligent layout before the copy is sent to the composing room.

It is the average printer, however, who gives the copy and layout and cuts to an average compositor, who needs more help from the advertising man.

The average compositor does not really know advertising in the full sense of the term. He may be able to set a good-looking advertisement, but not all good-looking advertisements are really as effective as they might be.

The efficient advertising man knows just what medium to use for his copy; he knows just what copy to use in that medium and why, and he shows the artist just what he wants in the way of pictures and cuts.

He can improve his work, and save money in doing so, if he will get a system of layouts that really instruct the printer.

Hundreds of layouts similar to Fig. 1 have been sent to printers of my acquaintance. The style may vary somewhat now and then. Some have the cuts pasted on rather than outlined, and this is better. Some have the pictures sketched on; these have been used

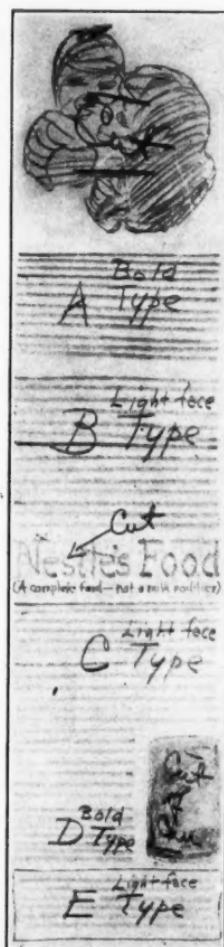
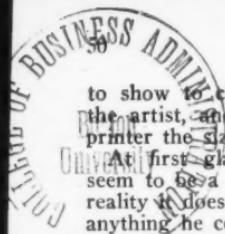


FIG. 1. THIS LAYOUT COULD BE IMPROVED—THE TEXT TELLS HOW



to show to client, then to guide the artist, and then to show the printer the size of the cuts.

At first glance, Fig. 1 might seem to be a good layout, but in reality it does not tell the printer anything he could not readily decide for himself. Nine compositors in ten would set the first sentence in bold type anyhow.

But the main point is this: There are so many bold-faced types and so many light-face types in his cases that he could make his decision just as easily without this layout as with it.

Give the average compositor copy and cuts and he can set the Nestlé's Food advertisement (Fig. 2) just as readily as with the layout (Fig. 1).

A layout like Fig. 3 would produce a satisfactory setting on the first proof.

"That's all **very** well," you say, "but how many men can size up copy and give such definite instructions as these *before a line is set*?"

Quite a few. For those who can't, there are many methods of giving practically the same instructions without using technical terms or giving definite sizes.

You will notice that for copy E and F no size of type is marked—simply style of face. This method could be followed throughout. The finished effect would be practically the same. The marking of a definite size simply saves having the compositor set the portion of copy in a size too large and then having to set it a size smaller, mak-

ing two settings instead of one.

The size of type is not hard to determine. Nearly every advertising man of my acquaintance has some method of knowing about how many words he should write for a certain space in a certain size type. Some of these men use a standard scale; these are the men who know the various sizes of type on sight. Others pick out a size and decide to write enough to fill the space in that size. This is done by counting the words in the sample chosen and then measuring the space of these words.

However, when they come to bold-face types or anything other than the light-face straight reading types, some of the best advertising men hesitate to nominate the size of the type. Bold-face types are just as easy to size up as light-face types; it is simply a matter of slightly more bulk.

Note the case of Copy B and C in Fig. 3. A correct sizing up would show that both of these pieces of copy would be too small in eight point and take up too much room in ten point. These could be incorporated into one instruction as follows: "Set in Bookman Old Style—ten point as far as possible, and drop to eight point."

Another thing comes to your mind. Many advertising men do not know type faces well enough to call for them by their proper names.

There is a method that will over-



### *These are the signs of good health*

#### *Has your baby all of them?*

Has he a good appetite—a clear pink skin—bright wide-open eyes—alert springy muscles—a contented little face? Does he grow each week in weight—does he sleep quietly with eyes and mouth tightly closed? If he has all one and all of these things—look out. Something is wrong with him. And nine times in ten that something is food.

Your baby can't grow rosy and strong if he doesn't have the right food. Nurse your baby, if you can. If you can't, wean him on

## **Nestlé's Food**

(A complete food—not a milk modifier)

Don't give him raw cow's milk. Cow's milk contains no antibodies to protect it. "Cow's milk, as ordinarily marketed, is unfit for human consumption," says the U. S. Government.

It is good for your baby if that something is modified and purified so that it is as safe, as satisfying and as pure as mother's milk itself. That is what is done for you in Nestlé's Food. It comes to you reduced to a powder—in an easy-to-heat can. You add only water—boil one minute—and it's ready with just the right amount of protein, vitamins, minerals and carbohydrates that will make a healthy baby.

*Send the coupon for free sample box of Nestlé's Food. It is the only food the pediatrician's book on the market recommends for babies. Your baby's health depends on the food you give him now.*

**NESTLÉ FOOD COMPANY**  
223 Broadway, New York  
Please send me, **FREE**, your Book and Trial Package.  
Name \_\_\_\_\_  
Address \_\_\_\_\_

FIG. 2. THE ADVERTISEMENT AS IT APPEARED



come that difficulty and one that will be of special help to the compositor.

Pick out the style of type you like, in the size you think it should be, and cut out a section as large as you wish and then paste it in position on the layout.

Do this for all the group or parts of copy and then mark on



FIG. 3. A COMPREHENSIVE LAYOUT FOR THE PRINTER

layout: "Use type as near like the clippings attached as possible in sizes to fill." This could be further defined by adding "Lead Copy K with one-point leads and Copy D, E and F with two-point leads; all other copy to be set solid."

A collection of specimens of useful type faces is not hard to obtain. A few class magazines and a few general magazines along with booklets and catalogues picked up at random will be all that is necessary.

A still better plan is to have your printer or the magazine setting the advertisement furnish you with a specimen sheet of the type faces and borders in stock.

If you are particularly fond of a certain face, have your printer buy it for you, or buy it yourself. If its characteristics are especially appropriate to your appeal, your money will be well spent.

Advertising men give definite instructions to artists, engravers, etc., but they do not go far enough with the average printer.

"His alteration charges are tremendous." "He never gets anything right the first time." These remarks are often heard in the offices of some advertising men. The remarks may be true, but the printer is not always to blame.

Perhaps if he had been instructed as carefully as you instructed the artist who made the picture in the advertisement, he would have brought in a better result.

You know in your mind's eye what you want. Then work out a plain, common-sense method of making these wants known to the mechanics who are trying to please you.

Before a compositor begins to set type he should have something that gives an inkling at what effect is wanted by the man whose imagination conceived the effect.

The more time given to your printer before the type is set the more money you save in resetting.

### Shoe Manufacturers Profit From Goodyear Ads

Shoe manufacturers are coming in for a share of the advertising of the Goodyear Tire & Rubber Company in a trade-paper campaign now being conducted. Each issue makes mention of different manufacturers who are making shoes with Neolin soles, so that in the entire campaign a large number of makers will be mentioned. Dealers are thus informed where they can buy shoes with the Goodyear make of sole.

All manufacturers were given the opportunity, according to the Goodyear Company, of having their shoes advertised in this manner.

Patrick F. O'Keefe, head of the P. F. O'Keefe Advertising Agency, Boston, has been appointed chairman of the Public Safety Committee of that city.

# Sunkist Will Advertise, in Spite of Crop Shortage

The Campaign Will Be Conducted as Planned Previous to the Hot Wave That Destroyed Much of the Crop, Though on a Smaller Scale

**I**N the face of a crop shortage of 50 per cent the California Fruit Growers' Exchange will go ahead with its advertising for the coming season. Certain definite plans to meet the new conditions arising from the need of economy in the use of food had been formed before the heat wave destroyed a large portion of the crop, and these plans are to be carried out so far as the advertising goes. The appropriation will be reduced, because it is based on the size of the crop, but the plans will be the same, on a smaller scale.

This determination of a large advertiser to continue in the field in spite of sudden and unexpected disaster may well be heartening news to other advertisers who see their supplies cut off by crop failure or perhaps by some phase of the war emergency.

Prior to the abnormally hot weather in California which destroyed so large a part of the citrus crop three main subjects for copy to be used in advertising during the coming season were determined upon:

1. Eat perishables in place of non-perishables;
2. Eat oranges for their healthfulness, and
3. Serve oranges for economy.

These are the points that will be emphasized in the advertising. They have been dealt with in the past in the copy of the Exchange, but have been overshadowed by the argument of deliciousness. Next year they will be brought to the foreground.

"The Government is advocating the consumption in this country of food products which are of a perishable nature and which do not come in the list of possible export products," Don Francisco, advertising manager of the California Fruit Growers' Exchange, writes

PRINTERS' INK. "This applies particularly to foods which are not in the canned, dried or preserved form. Such an infinitely small proportion of oranges or lemons or grapefruit are preserved that a policy tending to 'save the canned goods' may well be expected to have a greater influence on oranges, lemons and grapefruit in releasing them for consumption than on any other fruit crop. We believe that our interests will be best protected by dove-tailing our advertising with the propaganda sent out by the Food Administration. In other words, to suggest the consumption of oranges and lemons because they are perishable and cannot be exported.

## TO ESTABLISH ORANGES AS PART OF REGULAR DIET

"While other food advertisers who can do so will be emphasizing the caloric contents of their products we will tread lightly upon statements regarding the nutritive value of oranges and emphasize the importance of fruit as a regular part of the diet. We will say that oranges, because of their beneficial salts and acids, 'increase the efficiency of other foods.'

"Our plan may be summed up by saying that we are trying to show that fruits such as oranges are necessary foods and not simply luxuries. In such a campaign we will be able, of course, to draw on a number of authorities in health and dietetics. Had the heat wave not deprived us of our normal advertising appropriation I think we would have been able to take advantage of a golden opportunity to clinch the important place which oranges have been given on the table of most American households."

An interesting feature of the Sunkist advertising this season will be a co-operative campaign



*A Simple Test for  
Worthmore Bond*

Have your stenographer write a letter on any sheet of bond paper costing less per ream than Worthmore Bond.

Then have her write the same message on a letter-head of

## Worthmore Bond

Compare the two letters.

Then compare the cost of the two letters.

Your own time, your stenographer's salary, your overhead, your postage,—all these are constant.

The difference between the cost of the sheet of Worthmore Bond and the sheet of the worth *less* bond will be so slight as to be negligible.

The final decision must rest on your own estimate as to the effectiveness of the two letters.



*We are always glad  
to submit samples  
for purposes of  
comparison.*

### THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

BIRMINGHAM

DETROIT

ATLANTA

BAY STATE DIVISION—BOSTON

SMITH, DIXON DIVISION—BALTIMORE

New York Office—Astor Trust Bldg. Chicago Office—208 S. La Salle St.

## Going Over the Top

For the past fourteen months the circulation of THE SUN has averaged more than 150,000 copies daily, considerably more than double the circulation of THE SUN prior thereto.

With this doubled circulation there came as a natural result—

## Doubled Influence

For the past eighty years THE SUN has exerted a mighty influence in the affairs of the nation and of New York State. Think what that influence is now with more than double the number of readers.

It's the *influence* of a newspaper that pays advertisers. *Therefore,*

## Greater Results

were obtained by those advertisers who were using THE SUN when its influence of many years was so materially increased and extended.

These greater results naturally attracted

## More Advertising

and still more advertising until the record for the first seven months of 1917 shows remarkable gains in total advertising and especially in those lines appealing to substantial interests, such as

National Advertising—	THE SUN	gained	209,632	lines
Automobiles—	"	"	158,944	"
Books and Publishers—	"	"	70,150	"
Real Estate—	"	"	11,834	"

THE SUN gained twice as much as its nearest competitor in Automobiles, Books and Publishers. In Real Estate it was the only morning newspaper to make a gain. In National Advertising THE SUN beat all competitors in gains.

**The Sun** *"New York's Morning Newspaper"*

with the Franklin Baker Company, of Philadelphia, packer of canned grated cocoanut. "Sunkist Cocoanut-Delight" will be featured in the advertising. One noteworthy feature of this advertising will be that while the recipe for this dish calls for "one-half can of Fresh Grated Cocoanut" the name of the Baker company does not appear in the copy.

A recipe book containing suggestions for the use of oranges and lemons will form an important part of the season's campaign.

No special appeal will be made to the dealer this season. The dealer-service department, which normally employed thirteen men, has been discontinued entirely and the promotion work will be handled by mail from Los Angeles. So great is the crop loss that the appropriation will be reduced from about \$430,000 to about \$150,000.

### S. H. Fox Now With McCloy Agency

S. H. Fox, formerly sales manager of A. W. McCloy Company, Pittsburgh, has been appointed executive manager of McCloy's Advertising Agency, to which he will devote his entire time. The agency is owned by the A. W. McCloy Company, but has a complete and separate organization.

The personnel of the agency, aside from this addition, will remain the same.

### New Labeling Law Proposed in Canada

The Canadian Minister of Trade and Commerce recently introduced a bill requiring that the name and address of the fillers, the weight, measure, or quantity of their contents, and dates of packing shall be marked on the labels of all packages "containing human food or other commodities" in Canada. Excluded from the provisions of the bill are packages for export, articles weighed or measured at the time of sale in the presence of the customer, or fresh fruit and vegetables. The bill provided penalties for violation of its provisions, and set January 1, 1918, as the date for its operation to begin.

### John F. Nichols Makes Change

John F. Nichols, formerly with Munsey publications, now represents *Popular Science Monthly* in New England.

## Subterfuges to Maintain Prices Punished

Interpretations Placed Upon the Indictment of the Jobbers in Automobile Accessories—Will Uncle Sam Proceed Against Attempts at Price-Fixing in Any Guise?

### *Special Washington Correspondence*

OFFICIAL Washington sees two elements of outstanding significance in the action of the Department of Justice in securing from the Federal Grand Jury for the Southern District of New York, indictments charging against a number of manufacturers and jobbers of automobile accessories, conspiracy to restrain trade. Incidentally it may be remarked that the present incident is in no sense a parallel of the civil case against the manufacturers of the Klaxon Auto Horn which the Department of Justice instituted some time since under Section 3 of the Clayton Act and which has already been reported in PRINTERS' INK.

One more or less momentous interpretation which is placed upon this move against the accessory manufacturers and jobbers is that it signalizes a determination on the part of Uncle Sam to proceed, all along the line, against manufacturers that attempt price-fixing in any guise. To get the full force of this warning the action in the District Court in New York must be considered in conjunction with the "Complaint" recently filed by the Federal Trade Commission against a number of leading manufacturers of book paper for their concerted movement to "maintain, enhance, and bring about a substantial uniformity of prices." It is no secret that the Federal Trade Commission has, up to this time, rather fought shy of the price-maintenance issue so that its action at this juncture has all the more meaning.

The second significant message which official Washington obtains

by reading between the lines of the New York indictment, is a renewed warning that Uncle Sam does not propose to allow manufacturers to get away with anything in the way of price fixing, regulation of output, or control of distribution by means of the expedient of forming an association. Since the decisions of the courts within the last few years adverse to the dictation of resale prices by "notice," by pretext of patent, or by "license agreement," Federal authorities have had a growing suspicion that much that the courts denied under the law was being attained through the instrumentality of interlocking associations of manufacturers, jobbers and retailers. The Federal Trade Commission in its pending action against an association of retail lumber dealers (recounted in *PRINTERS' INK* of recent date) served notice that the banded manufacturers or merchants will not be permitted to do what the individual trader cannot do. Now comes the Department of Justice and sounds the same warning, only a good deal more pointedly.

When, after the passage of the Clayton Act, etc., it was announced that Congress had placed no statutes on the books that could operate to prevent a manufacturer from choosing his own customers and operating what pass for exclusive agencies the impression gained currency that almost any restriction of distribution could be "put over" if properly disguised. Now, however, comes this latest action wherein we find as one of the counts in the indictment the charge that the Jobbers' Association circulated lists of eligible and legitimate dealers that were "intended and understood to black-list all jobbers whose names did not appear."

#### HOW ADVERTISING WILL FIGURE

Advertising ethics, it is conceded by officials of the Department of Justice, will figure more conspicuously in this new case than in any other that has originated with the Government in

many a day. The mutual agreement by jobbers, that the District Court will now scrutinize as being nothing short of "conspiracy," denounced advertising in directories, programmes, souvenirs or other publications distributed in whole or in part voluntarily or which are not regularly issued.

Similarly, it was arranged to discourage the practice of jobbers in demanding from manufacturers an appropriation for advertising in show bulletins or other temporary issues having no regular circulation and in special editions of local newspapers, the platform of the amalgamated interests declaring that such advertising "works an unjust hardship on the manufacturer and is of no value to the jobber." Furthermore, the accessory men had agreed by resolution that they would not solicit or expect companies to pay for advertising in house-organs or similar advertising.

Catalogue advertising has been another subject of the mutual understanding that the Department of Justice believes will be declared contrary to law. First of all, the concerns participating in this team play have sought to prevent the listing of standard goods in mail-order catalogues. Strong protest has been made against standard items in the auto supply line being offered by manufacturers to mail-order houses and appearing in their catalogues at cut prices. At the same time, the allies in the accessory trade have been, to the disapproval of the United States Department of Justice, doing everything in their power to discourage the circulation of the so-called "syndicate" or "stock" catalogues. Advertising by means of such catalogues has been held by the jobbers to be inimical to the best interests of the business, —a source of great expense without positive or adequate results.

It is admitted in Governmental circles that the move against auto accessory houses may be expected to result in increased agitation for the passage by Congress of some legislation along the lines of the Stephens Bill.

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# SPECIFY ROYAL



T'S A SHAME to let a fine series of half-tone originals shift for themselves in finding an electrotyper. You should direct them to a place where they will

be treated with profound respect, and duplicated with a full appreciation of what the word *replica* means. Replica means Royal and when you specify Royal Electrotypes you provide against every possible danger as far as electrotypes are concerned. We do not refer to ordinary electrotypes, but to replicas of color originals and fine half-tones—work which is admittedly difficult to duplicate. To appreciate the advantages of specifying Royal when you order electrotypes of this sort you should read our two booklets—*Electrotype Making* and *How to Know Values in Electrotypes*.

ROYAL ELECTROTYPE COMPANY  
620 SANSOM STREET PHILADELPHIA



# Why The CHICAGO EXAMINER "Pulls"

A HALF MILLION well worth while families in the Chicago territory now show a marked preference for the Sunday Chicago Examiner and two hundred thousand families prefer the Daily Examiner to any other Chicago newspaper. The reason is quite evident.

¶ The photographs show only a few, of the overwhelming preponderance, of star writers who are devoting their time, their philosophy, their wisdom and humor and their knowledge of world activity to the upbuilding of this great newspaper. The Chicago Examiner editorial policy needs no introduction or eulogy.

¶ A clientele that is attracted by writers of undoubted leadership, is the kind that certainly appreciates quality in merchandise, patronize and enjoy the best advertised brands in

A clientele that is attracted by writers of undoubted leadership, is the kind that certainly appreciates quality in merchandise.

patronize and enjoy the best advertised brands in every line.



**E. C. BODE.**

Advertising Manager

CHICAGO

**M. D. HUNTON.**

Eastern Representative

American Circle Bldg., NEW YORK

KEY TO THE PICTURES

Left column, top to bottom:

The "Dowager"—Covering Society; Klity Kelly, "Flickerings from Filmland"; K. C. B., "My Towne Guest"; Tom Marshall, "Trap, Gian and Rod"; "Bringing Up Father", by George McManus; John Temple Graves, "National Events".

Right column, top to bottom:

Mme. Lina Cavalieri, "My Secrets of Beauty"; F. Opper, T. E. Powers, Cartoonists; James J. Corbett, "In Corbett's Corner"; "Penny Ante", by Jean Knott, "Chick" Evans, on Golf.

Bottom row, left to right:

Hugh Fullerton, Baseball; Albrecht Montgelas, LL. D., Music and Literary Critic; Boersianer, Financial Editor; Sam P. Hall, Sporting Editor; Dr. Harvey B. Wiley, "Health and Pure Food"; Winsor McCay, Cartoonist. The limited space does not permit the showing of a great many others equally as prominent.

PRINTERS' INK



# Catalogs

*The Masterpieces of  
Printed Salesmanship.*

CATALOGS are either mere order takers or "star" salesmen. As representatives of their respective firms they deserve more than ordinary care in their make-up.

First impressions count. Therefore, in the preparation of a catalog, other things besides paper, ink, text and illustrations must be considered.

Our experience in designing, compiling, laying out and printing catalogs for some of the largest national advertisers is at your service.

No editions too large for our capacity, no job too small to receive our most careful attention.

# Poole Bros.

CHICAGO



Printing Service  
For Advertisers







# How Germany Treats Trade-Marks and Patents of Entente Allies

II.—It Has Been Easy to Litigate in Germany, But Hard to Get Justice

By J. T. M.

FRANCE stands out as one country in which the patent laws are inflexible and where they are rigidly enforced. In Germany and other lands a considerable latitude is left to the patent office authorities, with the result that the foreigner runs into many surprises and quickly finds that litigation over patents is a weird business. In France intention to infringe is provable and jail sentences are imposed in case of conviction. Were this the case elsewhere many American corporations would be spared considerable annoyance and much loss of funds.

The requirement of "working" the patent in the foreign country will manifestly remain unfair to the American unless a rule of equally onerous character be imposed in this country. But even this would not end the grievances of the American patent-holder in foreign lands. There would still remain in Germany the whole system of judicial procedure on patents which, as far at least as the American patentee is concerned, is a positive abuse.

It has been observed that the citizens of European countries usually can get some sort of justice in German courts, especially when diplomatic aid is called in, but the Americans who have had experience in fighting to uphold their patent rights invariably declare that they receive the rough, est kind of a deal. There is no need to indict a whole people in the matter, nor even to level an accusing finger at a whole government, for it is probable that it is something which is lacking in the German system that causes the most of the trouble; but the fact remains that American business men and firms have had many bad experiences.

Fortunately the American usually has a saving sense of humor, particularly if he is financially

strong, and he has many an occasion for an outburst of hilarity over his patents in Germany, even though the laugh is usually on himself. Of course the poor devil who is fighting for his rights on slim resources does not do much laughing.

## IT SEEMED EASY TO GET JUSTICE

The big American, when he learns that his rights are being tampered with, rushes into Germany, in person or by proxy, seeking blood. He knows the ease with which he can go into an American court and stay, estop and penalize any one who lays hands on his property. He tells his German lawyer that he is an American and that he is going to show them in Germany that they cannot trifle with him and get away with it. The lawyer clicks his heels, bows low in presence of an acknowledged superior and obsequiously assures the newcomer that his slightest wishes shall be obeyed.

The American is going to go from one surprise to another while he is getting his experience, and one of his first causes of amazement is the fact that everyone is so decidedly polite. His own lawyer might reasonably be expected to be courteous, but as soon as they reach the court the lawyer for the other side is just as polite and the judge himself is all affability. The American wins his case without the slightest trouble; the judge grants an injunction against the infringer; the whole proceeding has been simple and businesslike and oddly enough everybody seems to be cheerful and quite satisfied.

For a first impression it must be admitted that it is good and the American is to be pardoned if his chest swells just a little. Said chest, however, deflates somewhat a day or two later when its

owner learns that another judge, on the petition of the infringer, has granted an injunction against the American's injunction.

And now the American fumes and frets—the first of a long series of fumings and frettings he is to indulge in if he goes through with his battle; he descends in wrath on his lawyer; he inquires what kind of business this is. His case is as clear as the day; a miscreant is copying his machine, is manufacturing it, is selling it. He wants the thing stopped, he wants the man punished, he wants damages. The lawyer, with just a trace of astonishment at this perturbation, listens with serene patience until the American exhausts himself, then clicks his heels, assures him that the proper steps will be taken, that within a very few days all his wishes will be carried out.

Again the ritual is gone through, a court scene with all hands effusively polite to the stranger and the prompt granting to the American of a new injunction. This time there is probably no swelling of the American bosom, and it is better so, for very soon it transpires that the infringer has again had the American's injunction vacated and is manufacturing and selling the American's property. With tact and delicacy and infinite patience the lawyer explains that the case now enters on a new phase, that the technical briefs must be prepared, that mechanical experts must be called in, that whole books must be written on the object matter of the patent, that some delay will be involved, for the other side will follow a like course and it may not be possible to hurry them as he would like. The American raves and storms—or else he merely laughs—and explains to the lawyer that the whole matter is so simple that no further nonsense should be possible, that it is a clear case of a deliberate and flagrant violation of his patent rights, that anyone with eyes to see and even the most elementary kind of intelligence must perceive it; that he is sure if he had a chance to testify before the judge he would make him

see it all in a few brief minutes. But he has to cool off, and gradually he learns some rudimentary facts regarding German law.

First of all it is surprisingly inexpensive for the German infringer to appeal a case or to vacate an injunction; secondly, the German infringer realizes that he is perfectly safe in going ahead with his violation while litigation is pending and, thirdly, if it is to the infringer's advantage, he may make the litigation go on pending for almost the life of the patent. Another matter he learns about and which generally stirs in him a fierce fire of indignation, is the German system of what may be called apprentice judges.

#### JUDGE'S LIVELIHOOD DEPENDENT ON LAWYERS

Judges are not chosen in Germany, as in most other countries, from leading members of the bar; the office is made the aim of young men who start out for it as a career. When the aspiring candidate has passed a severe test after many years of law study he reaches the grade of "referendar" and then starts on work as a judge (although even previously he may also have been acting in the capacity as assistant to a city magistrate). The weak spot about this method is that the young judge has to serve for eight years without pay. He may have a private income, but usually he has to work to some extent for a living and this he can do by securing employment in vacation time, or at other intervals, from the regular lawyers who make money through dealing with clients. The "referendar" can earn less or more as a referee or auditor, but nine times out of ten he is beholden to the lawyers for a chance to live during the eight exceedingly lean years of his early judgeship.

The conviction has been frequently expressed by impartial observers that the system does not leave the judge the independence he should have, does not remove from him all inclination to conciliate his friends and benefactors by awarding half-way judgments

## What 25c Cotton Means to Dixieland

**A**T last we have 25c cotton—a price that's likely to go higher before it gets lower. This is the highest price cotton has brought since Civil War times.

In 1914 the Southerner got 4c to 6c a pound for cotton. In 1915, 8c to 12c. In 1916, 12c to 19c.

At present prices, cotton for 1917 will bring the South about \$1,430,000,000 for lint alone. And seed—that used to be thrown away—will bring \$330,000,000 more.

Furthermore, over 6,000,000 bales will be used in manufacturing in the South. As it goes into yarn and cloth it will more than double in value. This means a further profit for the Southerner from his cotton of \$390,000,000, making a total from one single crop of \$2,150,000,000.

In these days of diversified farming, cotton represents only one-third the Southern crop. In addition to it, the folks in Dixieland get *billions* of dollars from their grain, fruits, vegetables and live stock; other *billions* come from their mills, mines, forests and streams. When you think about these things and realize how the Southern people are blessed with phenomenal prosperity this year, you will begin to realize that the South is a most inviting field for any kind of an advertising campaign.

**The people have plenty of money—and the location of nineteen army camps in the South is making money all the more abundant.**

Every leading Southern newspaper should be included in your advertising list immediately. If you wish detailed information as to sales areas, methods of distribution, advertising rates, etc., write to

**Southern Newspaper Publishers' Association**  
W. C. JOHNSON, Secretary  
CHATTANOOGA, TENN.

[Prepared by the Massengale Advertising Agency, Atlanta, Ga.]

with concessions to both sides, does not make for definite clean-cut decisions and prompt action. Hesitation, half measures and endless delay are the rule.

Some Americans give up the struggle in disgust. Others, being rich, keep on at it. What induces them to keep on is that they constantly have good news about their suit; on the heels of every adverse decision there comes one favorable to them and hope of an early and satisfactory termination of the suit is never allowed to die. "You never actually lose," an American manufacturer said, "and you very rarely win. If, by a rare exception, you did win definitely, you have really lost, through the waste of time and labor, the expense and the fact that the German usually puts over some imitation within the law, which through the work of your experts you have actually taught him in the court, and you are rarely any better off than if you had never undertaken to fight for your rights."

Occasionally, it is true, the American manufacturer does win. A company making a safety razor got the final decision in its favor, but saw Europe flooded from Germany with an imitation of its razor from which the patented principle had been omitted, but which sufficed to deceive the unwary.

#### LITIGANT IS TREATED FAIRLY IN FRANCE

A contrast between the German and the French methods came within the knowledge of the writer shortly before the war. A case was tried in Paris in which an American machinery corporation, through its French subsidiary, sued a Frenchman for infringement of patent. The plea of the defendant was to the effect that the machine was being freely manufactured in Germany without the American company being able to enforce its property rights, but the French court not only found against the defendant, ordered his imitations destroyed and assessed heavy damages on him, but also was on the point of

imposing on him two years imprisonment, and refrained only on the special appeal of the plaintiff.

Litigation had long before this been going on in Germany with regard to the same machine, was then going on and is at this present hour going on, and German infringers are making and selling the machine and there is really no way of stopping them. And yet the machine in question is one of the most distinctive ever invented; is classed in the patent office in Washington as among the most remarkable product of American genius; the history of its conception, development and manufacture is clearly recorded and no German, either proximately or remotely, ever had any hand or part in its production.

The company owning the machine manufactured it also in Germany in compliance with the law, and it leased out the machine to German manufacturers under a lease contract which bound the German lessee not to move the machine or allow it to be moved from the place in its factory where it had been set up by the company's agents. And yet in violation of the explicit terms of the contract the machine had been moved, without the knowledge or consent of the American company, to a machine plant where it was copied in every detail and the infringement complained of committed. Nor was this an isolated incident; a more or less systematic method of procedure was proved to exist along the same line; but no satisfaction could be obtained by the American company and, apart from the routine winning of injunctions and counter-injunctions, it has had nothing to show for a vast outlay of funds in trying to maintain its patent rights in Germany.

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#### Girard Grocery Co. Turns Capital Every Two Weeks

The Girard Grocery Company, of Philadelphia, at its recent annual meeting, reported that the capital of the company was turned every fourteen days. The cost of doing business was 2.65 per cent and the increased sales for the year \$1,284,216.47.

# IN BALTIMORE

only *one* newspaper showed an advertising GAIN (all issues, daily and Sunday) for the month of August—

## THE BALTIMORE SUN

Morning

Evening

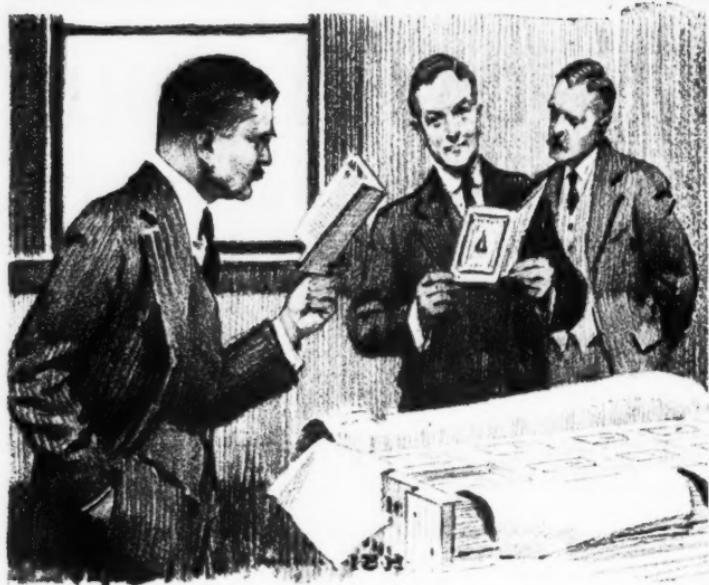
Sunday

emphasizing its pre-eminence in this field. It is THE paper that showed an increase for this so-called "dull" month, its gain over last August being

## 159,616 Lines

If you are coming to Baltimore you cannot shut your eyes to "The Sun."

*It Pays To Advertise In  
The Paper That Is Growing*



**"That order of catalogs ties up a lot of money, but I believe every one of them will sell goods"**

It is an eventful hour when the printer delivers your order of catalogs.

The success of a year's business may turn on the quality of the printing—on whether or not the catalog "pulls." You see, then, that the way to save money on printing is not to cut the cost of printing but to make each booklet produce.

\* \* \* \*

For every catalog to sell, they must all be up to the same high standard. There should be no defective copies, no sorting through for a good copy—they should all be good copies.

They can all measure up to the same standard, if printed on standardized paper.

Warren's Standard Papers offer you first the right paper for the printing you are about to do—a paper put through tests of



#### PRINTING PAPERS 1.

folding, breaking, binding, tearing, weighing, "picking" (a test of the coating), and printing.

• There you have your standard. Select a Warren Standard Paper and you know in advance exactly what the results will be, and what the cost will be.

To appreciate the extent to which a set of standards will help you in buying printing

#### *Write for the Warren Suggestion Book*

In our Suggestion Book you will see examples of printing on *Warren's Cameo*, a de luxe dull-surfaced paper with the soft, velvety appearance of old ivory.

The Suggestion Book also shows how *Warren's Lustro*, a coated paper of highly refined surface, brings out the finest halftones with the fidelity of engraver's proofs.

*Warren's Silkote* is a semi-dull coated paper. It produces commercial books of unique and notable appearance and is used for art magazines and school-books. See it in the Suggestion Book.

*Warren's Cumberland Coated* is one of the most remarkable coated papers on the market. Upon its smooth, lustrous surface some of the finest commercial booklets of recent years have been printed.

*Warren's Printone*, "better than Super, cheaper than Coated," is an ideal stock for folders and large edition booklets.

There are other Warren Standards for every printing use shown in the Suggestion Book which contains 68 pages.

When writing for the Suggestion Book, please use your business letterhead.

**S. D. Warren & Co., 163 Devonshire St., Boston, Mass.**

*Constant Excellence of Product—the Highest Type of Competition*

**B**ECAUSE of its deep conviction that the safety and prosperity of the Republic depend on the promulgation of amicable relations between employers and employees, FORBES MAGAZINE will continuously seek to promote understanding and friendliness between those high up and those lower down the business scale.

## \$1000 PRIZE CONTEST

First Prize	-	\$500	Second Prize	-	\$200
Third Prize	-	100	Fourth Prize	-	50
15 Prizes \$10 Each					

These prizes are offered for the most interesting articles in reply to the question:

### Who Is the Best Employer in America?

Everyone in the country is entitled to compete, the only condition being that he or she must write about his or her *own* past or present *employer* and tell why the employer is liked by his workers—everything he has done for them, how he shows consideration for them, the little and big things he does and says which win him the esteem of those he employs. The replies should contain at least five hundred words and may run to three or four thousand words if this be necessary to tell the whole story.

**Contest closes on January 31st, 1918**

### FORBES MAGAZINE

15c. a Copy. \$3.00 a Year.

120 Broadway  
Dept. E

New York City

*Complete details in the first issue of Forbes Magazine—out September 15. Reserve your copy from your newsdealer. Send 15 cents in stamps and we will mail direct.*

# Sifting Out the Real Prospect from the Window-Shopper

The M. W. Kellogg Company, Manufacturer of Factory Chimneys, employs Two Unusual Booklets in Learning Which of Its Inquirers Mean Business

**P**ROSPECT hunting gets into the class of thrilling occupations when the unit sale may run as high as \$200,000 or \$300,000. Carelessness or lack of acumen in developing an order of this size becomes an unforgivable sin. On the other hand, when the cost of developing a prospect may run into the hundreds of dollars, there is a balancing factor which makes for wise cautiousness.

Thus the M. W. Kellogg Co., of New York, which makes and

logg Company has worked out an interesting combination of mail-order and personal salesmanship methods. Naturally, in a field where a single order is often \$25,000 or \$50,000, no stone is left unturned, and the company does not rely upon any one form of sales aid exclusively. Thus, direct advertising is used sometimes merely to supplement the work of one of the salesmen, of whom there are about 100, all told, many of them being located in the various branch offices throughout the country. In this case, the advertising breaks the ice for the salesman, establishes prestige for the company, and in particular performs the novel function of sorting out the real prospects from the casual "window-shoppers." Just how this is done will be explained a little later.

On the other hand, the advertising is sometimes sufficient to sell the chimney without the services of a salesman, and the first representative of the company to call upon the factory owner is the company's expert superintendent of construction (for the company not only sells the brick, but builds the chimney as well, and does not undertake one part of the contract without the other). In the latter case, it is entirely correct to say that the chimney was sold by mail, even though such a proposition is decidedly out of the line of most mail-order work.

The Kellogg Company has worked out several notable improvements in radial brick. For instance, its brick are perforated from top to bottom with four good-sized holes, into which the

## If You Are Skeptical

—ask your consulting engineer, the superintendent, the chief at the plant and your architect what they think of the design of a

## KELLOGG CHIMNEY

which we'll gladly submit to you with a cost estimate. Then, before you decide—ask the hundreds of users in all parts of the country.

We feel confident that a Kellogg Chimney will be included in your specifications.

Why not ask for a preliminary design now? Write for Bulletin No. 60.

THE M. W. KELLOGG COMPANY  
40 WEST STREET  
Chimneys and Welding Piping

TRADE-PAPER ADVERTISING

sells chimneys for factories, has worked to sift out *all* of those and *only* those inquirers who should qualify as purchasers.

The story of its campaign possesses extremely interesting angles. A factory chimney is not a "small-time" proposition. It may cost anywhere from \$500 to \$250,000, with about \$3,000 as an approximate average. This average chimney requires six weeks to build, the services of an expert crew of men being utilized, and it weighs 400 tons when finished.

In solving the merchandising problems connected with selling chimneys of this type, the Kel-

mortar crowds and increases the holding quality. The outside edges are also corrugated with vertical square-edged grooves which increase the holding surface and add about sixty per cent to the strength of the chimney.

"Naturally, we first began to sell radial brick chimneys among our own friends, manufacturers for whom Mr. Kellogg had been called in as consulting mechanical engineer," said Harold R. Austin, manager of the chimney department, in discussing the firm's history with a representative of PRINTERS' INK. "Before long, however, we felt the need of expanding our business and bringing the superiority of radial brick as a chimney material to a wider circle of manufacturers, and so we began to organize our first sales effort.

"At the beginning, an employee of the firm was delegated to consult the manufacturers of steam boilers for factories, to learn where new boiler equipment was being sold. Then we would write to the owner of the new factory—only to find, in many cases, that he had already purchased his chimney elsewhere.

"If he had bought a steel or a common brick chimney, we sent along our literature anyhow. We went on the supposition that in a few years his chimney would blow down or rust out, and he would be in the market for a new one. Then, we hoped he would think of us, and would look up our literature. And it not infrequently worked out that way."

The trade papers were also carefully read to locate items in regard to building of new factories, and advertising matter was mailed to the builders. This policy of reading the trade magazines, by the way, is carried on to the present time. A high-salaried executive in the home office devotes a large part of all his time to the work, and news which looks as though it might contain a clue to business is referred to the proper branch office to be followed up personally if necessary, though the advertising effort is all con-

ducted from the main office, and is started at once.

Trade-paper advertising has been utilized successfully as a developer of inquiries. The first copy was, of course, educational in character, "selling" the factory owner on the ideas of radial brick chimneys. Later, since this type of construction has become better known, the advertising has been more of the general publicity character.

The sales plan of the company has been built from the start around the guarantee. And in the vernacular, it is *some* guarantee! A Kellogg chimney is guaranteed to withstand a wind of 100 miles per hour, and an internal temperature of 1000 degrees. It is also guaranteed against the action of the elements. If any Kellogg chimney should fail to meet this test—which has never happened yet—the company will take it down and put up a new one, at its own expense.

The first direct-mail advertising was of the simplest and most obvious sort—photographs of Kellogg chimneys already in operation, accompanied by long letters telling of the guarantee, and explaining the construction of the brick. A bunch of these photographs was gathered together into a booklet with the heading "Some Chimneys" (the phrase not yet having acquired its modern slang significance).

#### CURIOSITY RESPONSIBLE FOR TOO MANY INQUIRIES

But before the company had been experimenting with advertising very long, it found that there was a large and troublesome element of deadwood among its inquiries. Many men who were not intending to build a chimney, perhaps for years, would write in just to see what this radial brick idea amounted to, anyhow. Some way must be devised to find out who meant business and who didn't; since not only was the mail follow-up expensive to maintain, but there was also the danger of sending one of the salesmen on a wild goose chase a thousand miles across country to call on someone



***"If every Advertising Agency would take the same interest in its newspaper accounts that you do, the newspapers in the country would be able to show much better results."***

What the publisher who wrote the above means by "interest" is the *service* we render our clients.

A service *before* and *after* the printed page.

Of this service, the preparation and placing of publicity is only a part—often a minor part.

*Before* the printed page comes market analysis, trade-mark, name, package, and distribution advice, all based on exhaustive research.

*After* the printed page comes unstinted effort to make it earn its hire—attuning advertiser, publication, dealer and public to a harmonious chord of mutual cooperation—clearing the channel of all obstruction and creating unbroken flow from producer to consumer.

## **Mallory, Mitchell & Faust** (Inc.)

*Advertising and Merchandising Counsel*  
**Security Building - - Chicago, Ill.**

'Established 1904





## Advertising Merchandising Cost Finding

—combined

This Advertising Agency was conceived in the minds of a number of business men who had achieved success by combining the three words that compose our slogan.

With sound merchandising policies, made scientifically certain by accurate cost figures, they combined liberal and intelligent advertising.

Naturally these successful business men have built an Agency equipped to give to you the sort of service that has been profitable to them.

We offer you a service based upon proven practices—not theories.

**McCloy's Advertising Agency**  
Pittsburgh, Pennsylvania

who was really only a "window-shopper."

The answer to this perplexing problem has been found successfully in a plan which, though put into operation only a few months ago, has proved itself amply successful.

The *piece de resistance* of the present scheme is a booklet, which is sent to every inquirer, as well as to every prospective customer whose name is picked up through perusal of the trade paper, by any of the sales force in their travels about the country, or otherwise. It is called "The Story of the Chimney," and is an exceptionally beautiful example of typography, eight by eleven inches in size, printed in two colors and bound with cord. The name of the company occurs in this booklet just twice—once on the title page, and once at the very end, where the reader is invited to send to them for another booklet, "The Building of a Modern Chimney." Not a word about radial brick, not a word about the age of the organization or its experience, no mention of the chimneys they have built, no "referring you to satisfied customers," nothing but an absorbingly interesting historical essay on the development of the chimney from primitive man down to date, wherein chimneys for industrial purposes—the only field in which the company is interested—are dismissed in a scant two paragraphs at the very close.

The booklet, which was prepared by the W. O. Woodward Co., opens with a whimsical story of the invention of the chimney by "Ab," the Prime Minister of Feasts for some very ancient king, the date and place of whose reign are skilfully avoided.

"Ab was worried," the story begins. "Lines of care furrowed his brow. Why had ambition ever forced him above the simple lot of the slave whom he was idly kicking in an effort to collect his scattered wits? To-morrow the great festival must begin and he, Ab, the Prime Minister of Feasts, had been told by the king that all must be in readiness, or that Ab's head would decorate a pole in front of the royal hut. And the king was a man of his word. Now there was good reason for Ab's distress. For three days and three nights the rain had

fallen without ceasing. The great pits in which the fires were customarily built when banquets were being prepared were overflowing with water."

Then the booklet goes on to tell how Ab builds a fire in his own hut, burns a hole through the roof, and thereby creates a beautiful draft for his extemporized oven. "Nature had helped man to build his first chimney. Ab prepared the feast and became the Benjamin Franklin of his tribe."

This fanciful account of the invention of the chimney is followed by a complete account of the chimney as it existed in Greece after its real invention at about 300 B. C., in Pompeii, Venice, mediaeval England, and finally the chimney of the present day. At the very close is a note asking the reader who is interested in a commercial chimney to send for another booklet, "The Building of a Modern Chimney."

#### FORESTALLING CURIOSITY SEEKERS

"These booklets cost about sixty cents each: and naturally, a good many people held up their hands in horror when they learned we were spending that amount of money on something which didn't make the least attempt to sell our chimneys," Mr. Austin reports. "Nevertheless, there is a very real method in our 'emotional insanity.' If a 'window-shopper,' a mere curiosity seeker, gets this first booklet, he reads it, is satisfied, and lets the matter drop. Even though it may not have the information he wanted, its obvious expensiveness makes him ashamed to write again to the company and impose on our good nature further."

But even should the curiosity seeker wish to pursue his researches further, he can't. With this first booklet goes a letter with a "data sheet" attached, the character of which we shall explain in a moment. The recipient is asked to fill out the data sheet and mail it back to the company, and unless he does so, he does not receive the second booklet. Thus the first booklet acts automatically as the high hurdle over which

only the genuine prospect, who really intends to build a chimney, can leap.

The second booklet is almost equally far from fulfilling the conventional idea of a manufacturer's catalogue. It describes in simple, untechnical terms, the whole story of the process which lies behind the unfinished chimney, from the mining of the clay, and its grinding, mixing, and cutting into brick, to the drying and burning of the latter and the building of the chimney. A vivid "human interest" tone is maintained all through. The accompanying data sheet asks as many questions as a Federal census in regard to the chimney which, the company assumes, the recipient is planning to build. Where is it located? What about transportation facilities? What type of boilers? What sort of fuel? How big is the chimney to be? What is arrangement of building, boilers and chimney? What are local prices on cement, lime, sand, gravel, broken stone? Naturally, no one is going to fill this in unless he means business.

Follow-up letters form an important part of the Kellogg sales method. Two courteous reminders are sent to the man who has received the first booklet and has not sent in the data sheet. If no response comes to the second one, the prospect is regarded as entirely and thoroughly dead, and is let alone.

After the data sheet has been returned, filled in, the second booklet is forwarded, and the course of the campaign then depends on the size of the order. Sometimes, of course, the prospect sends in the data sheet and still fails to acknowledge further correspondence. Several letters are then written him, and the correspondence ends with a letter which, as Mr. Austin says, "Almost never fails to wake them up." It is modeled, incidentally, on a letter used by the Aeolian Company in a similar trade situation, and reads:

GENTLEMEN:

A short time ago you favored us with an inquiry, and since that time

we learn that you have purchased your chimney elsewhere. While we, of course, deeply regret that we were unable to add your name to our list of purchasers, we wish to thank you for your courtesy in giving us an opportunity to figure with you and to express the sincere wish that you may find full satisfaction in the chimney you have bought.

Confident as we are of the quality of our product and anxious as we are to give to our patrons the highest possible class of service, we feel that it is a matter of vital importance to us to know, whenever possible, why we lose a sale; to the end that when we discover that a sale is lost to us, through any shortcoming on our part, we may not be guilty of that same mistake again.

Hence, we take the liberty of asking you to be kind enough to tell us what influence or argument finally induced you to purchase elsewhere—whether it was price, terms, some particular advantage of a competitor's proposition, or perhaps a fault in our service or attention?

We assure you that in frankly giving this information you will do no one an injury, but will, in fact, confer a great favor both upon us and our salesmen.

We trust you will pardon the liberty we have taken in addressing you, and awaiting a reply at your convenience, we remain,

Yours very truly,  
THE M. W. KELLOGG CO.

If the prospect hasn't yet bought, he hastens to explain to the company its error in assuming that he has; and if he has bought, he usually writes in telling what sort of chimney he purchased, and why. Even if he has bought, his name doesn't necessarily come off the prospect list.

The problem which the Kellogg company faced—that of weeding out the undesirable or insincere inquirer—is one with which every firm which undertakes to advertise confronts. Not every advertiser will want to solve it in the same way, by preparing an interesting but unimportant piece of historical matter and making the real prospect, the man genuinely in earnest, come back again with the facts about his own problem before allowing the matter to go any further.

However, there are obvious modifications of this idea which are adaptable to a wide range of business conditions; and which are fully as feasible as the Kellogg plan itself.

# What ha' ye Done?

*"Oh, this I have felt, and this I have guessed,  
And this I have heard men say.  
And this I have thought, that another man thought.*

*"Ye have read—ye have heard—ye have thought," he said,  
"And the tale is yet to run:*

*Give answer: "What ha'  
ye DONE?"  
—Kipling.*

You hire an Office Boy, starting from school, by his appearance and the size of his ambition—but when you appoint a Manager or an Executive (or an Advertising Agency) it is his *record*, his "things done," that gives him weight.

## In Canada—

We offer the American Advertiser an organization tried and experienced—an Advertising Agency that

Some important U. S. Advertisers served in Canada by Smith, Denne & Moore, Ltd.

"Mennen's Talcum"  
Swift & Company  
"Dupont Fabrikoid"  
"Lipton's Tea"  
"Pathephone"  
"Literary Digest"  
"Benjamin Electric"  
"Viking Separators"  
"Calox Tooth Powder"  
Lehigh Valley Railroad

has many successes to its credit. We have planned advertising campaigns—devised vigorous selling schemes—rendered real practical advertising service, and helped materially in the building up of some of the largest and most successful business concerns in Canada.

We have pleasure in listing some of the successful and distinguished U. S. firms who are placing their advertising with us—a tribute to things *done* and the practical service rendered.

*We invite correspondence directed to Toronto, or our nearest branch.*

## Smith, Denne & Moore, Limited

General Advertising Agents

Lumsden Building

Toronto, Canada

NEW YORK  
1463 Broadway

LONDON  
Caxton House, S. W.

PARIS  
10 Rue de la Victoire

# AT YOUR SERVICE

*The New Way*

The B. R. T. Broadway

The **5c**

*Connecting* Broadway and the B.

# OPENED SEPTEMBER

*Only Direct Route* For the  
Through  
And from

## Bring Your Message to



The "Keen Brained Advertising Man" of any company with "keen rates, will get the benefit of the additional advertising service to take care of the large volume of passenger traffic until the

*For advertising info*

## BROADWAY SUBWAY AND HOME BOROUGH

Controlling the Advertising on the Brooklyn Rail

*Telephone 6311 Cortlandt*

# SERVICE—Now

*The Quick Way*

## Broadway Sub-Way

### **5c Way**

*broadway and 14th St. (Manhattan)  
and the Borough of Homes (Brooklyn)*

### **SEPTEMBER 4th, 1917**

*For the Broadway Crowds  
through Brooklyn  
and from Brooklyn Up Broadway*

### **to Over 2,000,000 a Day**

*pany with "an eye to making money" who contracts with us Now, at the present  
tising service given by the constantly increasing number of cars added to the  
c until the new increased rates for this fine advertising service are effective.*

*ing information apply*

### **BOROUGHS CAR ADVERTISING COMPANY, Inc.**

*Brooklyn Rapid Transit and the Broadway Subway*

**31 Nassau Street, New York City**



# Impressive

The good "first impression" created by a cloth-bound advertising booklet goes a long way towards making a sale.

Cloth-bound booklets get interviews with a class of prospects who are usually "out" when a paper-covered printed salesman calls.

Ask any reputable printer or binder to show you the many attractive colors and patterns in which Interlaken is made. He will also tell you what it will cost to bind your booklet or catalogue in

## Interlaken Book Cloth

*The standard since 1883*



*Write today for our cloth-bound booklet, "Getting Your Booklet Across." It gives some interesting facts about the economy of cloth covers. Address Interlaken Mills, Providence, R. I.*

# Slackened Demand Points Way to Intensive Selling

Pratt & Lambert, Inc., Are Frank with Salesmen in Outlining Season's Larger Advertising Plans

**A**T the semi-annual sales meetings of Pratt & Lambert, Inc., held last month, the company's salesmen were told that this season's advertising investment would show an increase over last year. The campaign will center upon the familiar "hammer test" for the company's varnish, and a compelling illustration of the test will appear eighteen million times, it is said, in the course of the campaign.

Stripped of all embellishments, these are the facts regarding the coming advertising. Pratt & Lambert might have primed the salesmen with enthusiasm regarding prospects for greatly increased business that was bound to come as a result of the advertising. They might have stated that sales were to continue "as usual"—that all the men would have to do would be to go out and take the orders. But the difficulty is that the men had been out in the field and knew conditions about as well as those in the offices. Maybe some salesmen have to be heartened up after a run of bad luck which makes them see through blue glasses, but even then, optimism must have truth backing it up or it won't permanently stiffen the men's backbone.

"There is too much optimistic hot air handed out to salesmen," is the way W. P. Werheim, advertising manager for Pratt & Lambert, puts it. "I believe if you can give a salesman the facts frankly," he continued, "emphasizing the bad as well as the good, that he will always rise to the occasion and make the best of the situation as presented."

In line with this belief the need for the greatest economy of time and expense was impressed on the men in the same meetings at which the increased advertising was made known. The importance

of greater efficiency and more intensive cultivation of their fields was likewise emphasized.

The chief reason for the lack of undue optimism on the part of the company is the falling off of new building operations which called for the use of varnishes. Salesmen were conversant with this fact and instead of passing it over quickly the company set out to show how the business lost in one direction might be regained in another.

## SUMMARIZING SALESMEN'S OPPORTUNITIES

The new opportunities which were brought out at the August sales meetings are summarized in the "Propeller," a house-organ circulating among the company's salesmen and salesmen of its jobbers.

"There has been a falling off in total gallons of architectural varnishes sold," it is said, "and it's not probable that building will improve greatly in the next few months. *But you get more per gallon*—don't forget that. And it might be possible for you to get a greater share of the work than you have been getting by working your territory more intensively and with a greater determination to get all the business you possibly can. Keep in mind, too, that many salaried workers whose expenses are growing faster than their incomes, are doing their own painting for economy's sake. These people buy through your dealers—and they buy the best. There is one man on the P. & L. force, the sales in whose territory have more than doubled, though the total figured in gallons is hardly more than half as large as last year. Increased prices on all goods, coupled with a special selling effort on the higher grades, brought about this very desirable result."

There is an opportunity for new business in the shipyards being built, the Army camps and new hospitals. These are all pointed out. Note the conservative tone of the following paragraph, which indicates sales if they are worked for hard enough:

"Shellac is high. Enter Krystolac, the best substitute for certain purposes so far developed. The market waits for it with open arms. Of course, it takes demonstration, salesmanship and shoe-leather—but the opening is there!"

Prospective increased dealer sales because of the prosperity of the great home-owning middle-class are not overlooked and then it is shown why dealers should protect themselves especially well just now because of the possible freight-car shortage:

"By October 1, there will be more than 1,500,000 men in the military service of the United States. Troop movements will be constantly taking place; and when Uncle Sam's armies move, trade and commerce stand aside. It takes 6,229 cars and 336 locomotives to move one field army of 80,000 men. Supply an army of a million and a half with transportation on this same basis, and you have put into use three-quarters of the passenger cars, one-eighth of the locomotives and a large part of the freight equipment of the nation. Nearly a hundred and twenty thousand freight cars alone would be needed. Of course, these troops will not all move at once, but it is very easy to see what a stupendous congestion of shipping will take place as these movements become more frequent. Many timid dealers will be caught napping, with a sudden increase of consumer demand and *nothing to sell.*

"Shouldn't those facts have their bearing on your sales to dealers? You bet they should!"

Another outlet which should show increased business, it is pointed out, will be found in the sale of Effecto Auto Finishes. Each year more cars are kept in service through the winter, and

"a rusty car in the fall will be a wreck in spring." Moreover, as Mr. Werheim states it, "If automobile business is affected and production falls off, that should not affect the sales of Effecto, but might increase them, as people will economize more and will repaint cars more, doing the work themselves to save money."

One is apt to think—after reading of the new markets opening up for varnishes, the increased price per gallon, and the advanced wage-scale of ultimate purchasers—that perhaps the pleasant facts of those salesmen's meetings outweighed the unpleasant ones. There was no attempt to gloss over the disappointing features of the company's situation, and it is more than likely that because of the frank admission that there are such features, the salesmen will do everything in their power to make them negligible when their sales sheets are turned in.

## Collier Advertising Co. Adds to Staff

E. R. Evans will join the plan and copy staff of the Collier Advertising Company, St. Louis, on September 10th. He has been vice-president and general manager of the Scott Publishing Company, of that city and before that was with the National Merchandising Company, the Boyce publications and St. Louis newspapers.

Other recent additions to the Collier staff are Lew Burnham and G. M. Gasser, respectively in charge of the copy and rate departments. Mr. Burnham has been associated with the Western Advertising Company, of St. Louis, for two years, and had previous connections with other agencies.

Mr. Gasser has been associated with St. Louis agencies.

## R. Winston Harvey With Vick Chemical Co.

On September 1st R. Winston Harvey became sales and advertising manager of the Vick Chemical Company, of Greensboro, N. C. To assume these new duties he resigned from a similar position with the James Clark Leather Company, of St. Louis. Before his connection with the latter concern, Mr. Harvey was advertising manager of the Craddock-Terry Company, Lynchburg, Va., manufacturer of "Long-Wear Shoes."

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ERWIN & WASEY COMPANY

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*Advertising*

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58 EAST WASHINGTON STREET · CHICAGO

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No more meaning comment  
on the character of our work  
could be offered, than that  
the businesses we serve have  
come to look upon us not as  
an agency, but as an ally.

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*A Little Preachment on Finance*

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# To a House whose problem is FINANCE

Mr. Meloy would be glad to hear your story, for the probabilities are that he will be able to indicate a solution.

You may be encountering "business-growing pains"—your orders may be coming in so rapidly that you cannot digest them without additional capital.

Such a condition merits the serious consideration of investors. Mr. Meloy may show you how to interest men who are looking for just such an opportunity.

Circumstances—the war, the change of demand, unfortunate management—may have endangered your credit and placed you in an uncomfortable situation. Mr. Meloy may show you the door to safety.

Financing is a science, and Mr. Meloy is an expert in financial matters, comparable with those great names you know in advertising and sales work. For a big or growing house, it is as essential to engage Mr. Meloy's services as it is to have the best kind of ability in your advertising and sales departments.

The matter of seeking capital depends on the virtue of the business offered. Just as your product must be good, so the basic, the foundational qualities of the prospective investment must be sound. But, just as your product must be offered in an attractive package, so the container—the manner in which your investment opportunity is stated—must be attractive and of the kind to please and move the man who is to spend a large sum of money.

*Concluding the Preachment on Finance*

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Mr. Meloy will build for you the container within which you can win the financial support you deserve, and he will show you how to proceed to reach those who are likely to lend a listening ear. There are scores of business houses who owe their present credit, capitalization and financial soundness to the splendid advice which they have received from Mr. Meloy. A sum of over \$25,000,000 has been raised through Mr. Meloy's plans, and many business wrecks have been averted because Mr. Meloy was able to chart the correct course.

If you are prepared, upon investigation, to engage the services of Mr. Meloy, on a fee basis, we shall be glad to arrange an appointment at which your story may be told to Mr. Meloy.

But, in order to save the time of those who might misunderstand, it should be said that Mr. Meloy himself cannot bring you the capital, nor will he work for you on a speculative basis.

Oftentimes advertising agencies have recommended Mr. Meloy to their clients.

Andrew D. Meloy  
55 Liberty Street  
New York

# Farm Stock & Home

MINNEAPOLIS, MINN.

**"Foremost Farm Paper of the Northwest"**

starts publishing its prize winning papers on

## Better Country Life

in the September First issue. These articles will be an inspiration to every community that FARM, STOCK & HOME reaches, and will be productive of incalculable good.

FARM, STOCK & HOME has been telling its subscribers of the coming scarcity of live stock for the past three years. The scare heads now being given this matter just make FARM, STOCK & HOME'S subscribers say: "Right again."

FARM, STOCK & HOME started the idea of having the railroads give preference to shipments of Agricultural Machinery.

FARM, STOCK & HOME is the great outstanding constructive force in the Northwest.

*The Farm Paper of Service*



REPRESENTATIVES

J. C. BILLINGSLEY, 1119 Advertising Building, Chicago, Ill.  
A. H. BILLINGSLEY, No. 1 Madison Ave., New York City, N. Y.  
A. D. MCKINNEY, Third National Bank Bldg., St. Louis, Mo.

# Winning Belief for Claims That Sound "Too Good to Be True"

How the Haynes Stellite Company By Skilful Development of Progressive Copy Styles, Made Buyers Accept the Facts

**W**HAT is a manufacturer to do in putting on the market a new product if the simple truth about his proposition sounds too incredible for anybody to believe? How is he to get such an apparently impossible message "across" without wasting heart-breaking years in battering down the public's citadel of disbelief?

That is a type of problem which is not infrequent nowadays, and especially in the technical and engineering fields, where new inventions are almost constantly being put on the market which do things thought impossible only a few years ago. How one advertiser planned the strategy of his campaign so as to make a flank attack on the armies of disbelief, and put them to flight before the battle had well begun, is an interesting and suggestive story, not only for advertisers in the same situation, but for all business men who have to combat public incredulity as to the sincerity of their claims.

Several years ago Elwood Haynes, famous as one of the pioneers in the automobile field, set out to discover a non-corrosive material of extraordinary hardness, and therefore of extraordinary durability. After much experimenting he succeeded in combining a group of semi-rare metals into a compound which is harder than high-speed steel, and requires much less frequent sharpening when in use than any other type of tool. The lustre of the metal, which has a silvery color, caused Mr. Haynes to call it Stellite, from the Latin *stella*, or star, suitable for machine-tools.

Machine shop men are by nature shrewd, hard-headed, and rather skeptical as a rule; and when they were approached with the proposition that Stellite would do twice as much work as high-

speed steel in a given amount of time, and that it would work from ten to three hundred per cent faster, they simply laughed. Stellite has the highest first cost of any machine tool material; and the shop men were not going to throw out their steel tools and put in this expensive experimental stuff for which such extravagant claims were made.

What was the answer? Advertising, Mr. Haynes believed; but how are you to convince a man on paper that claims are true which he refuses to believe when they are advanced in a face-to-face visit?

Clearly, it was necessary to get samples into the hands and onto the machines of the shop men. Therefore the advertising must urge the machine shop owner or foreman to send for a sample. It was impossible to send these samples free. Stellite is quite expensive until you begin to estimate results secured, and for the recipient to get any accurate idea of its qualities he should have a tool made of or tipped with Stellite, large enough to go into a machine and operate under practical conditions.

The company (The Haynes Stellite Company, of Kokomo, Ind.) finally decided to offer a Stellite "bit" three-eighths of an inch by two inches, for seventy-five cents, which did not quite cover the cost to the company. The copy appeared in full pages in several technical and engineering journals, and was of the straightaway mail-order style, with a coupon strongly played up, and a great deal of reading matter in which Stellite was described, and the saving to be made in operating cost was guardedly stated in conservative terms, so as not to sound wildly and impossibly overconfident.

The copy should have pulled, but somehow it didn't do nearly as well as was expected. Inquiries came in but rather slowly; so a post-mortem was held to see if they could locate the trouble. They could. Instead of one for seventy-five cents, *two* bits were offered for a dollar, and the orders began to avalanche in. It is no trick at all to pin a dollar bill to a coupon, but to send seventy-five cents you must either take the risk of sending

that Stellite is "intensely hard—harder than any steel. . . . it is tough . . . and means increased production and reduced costs."

With hundreds of samples going out to be used in machine shops all over the country, the company soon felt that the style of copy could be changed. The offer of the sample bits was very much subdued in the new copy, being tucked away in one corner, and the main emphasis was on an educational argument telling what

the material is, and of its remarkable properties—such as the fact that it cuts as well red hot as cold, whereas steel would "wilt like a candle," as one graphic headline put it, if exposed to the same conditions. This educational copy (which began late in 1915) was also rather wordy, so as to "carry over" from the mail-order campaign which had preceded it.

Stellite was then in daily use in a large number of shops, and the home office was getting a great many letters of enthusiastic recommendation. When the educational copy had run its course, therefore, it was decided that the records of achievement should be brought to the attention of the prospective users. Growing familiarity with the material was making it easier to get the remarkable results it accomplished. By quoting from letters received, its exact performances could be "read into the record," so to speak, and the prestige of well-known names of users would be an additional advantage. Photographic reproductions were made of letters, and the salient points of a testimonial were usually repeated in the headline. For instance, one advertisement began:

Cost:—reduced 50 per cent.  
Production:—increased 10 per cent.  
Earnings:—increased 10 to 30 per cent.  
—by Stellite, "that different cutter."

Then followed the testimonial letter in which these records were



### High-Speed Steel Would Wilt Like a Candle—

If required to force it to make a 1/8-in. cut 1/8-in. feed at a speed of 200 ft. per minute, or a 1/16-in. cut (same feed) at 120 ft. per minute, it would just burn and crumble up, that's all.

**STELLITE**

### On the Contrary

will stand even higher speeds, adding up profits every minute. The faster the lathe is speeded up, the more strongly does Stellite demonstrate its wonderful superiority over any high-speed steel on high-speed work.

The cry today is "more speed!"—higher output!—"safer"!—"stiffer." Demand this is exactly what the Stellite men are echoing from one end of the country to the other.

With a Stellite tool taking the cut, it's a question of opening the machine, and out the tool, for Stellite tools are able to stand up way beyond the point where steel fails. That's the reason Stellite tools are the best tools to use to attack the weaknesses of steel, hence Stellite is the only steel to use.

It is an alloy of metals to stand up to heat, and that the heat tool steel on the market seems soft and brittle besides it.

#### Pin a Dollar Bill to the Coupon and get these two bits

Don't believe us? See the wonderful qualities of Stellite for yourself. Go over to your jobber or to the nearest Stellite. A full description of Stellite, together with full directions for using it, will be given you. If you have noted these our Service Department headed by Mr. Elwood Hayes, will gladly advise you on the use of Stellite in your shop.

#### THE HAYNES STELLITE CO., Kokomo, Ind.

Sales Offices and Manufacturing Plants: Kokomo, Ind.; Indianapolis, Ind.; Chicago, Ill.; St. Louis, Mo.; New York, N. Y.; Cleveland, Ohio; Cincinnati, Ohio; Milwaukee, Wis.; San Francisco, Calif.

#### THE HAYNES STELLITE CO., Kokomo, Ind.

Please send me the following:

—Name \_\_\_\_\_

—Address \_\_\_\_\_

—City \_\_\_\_\_

—State \_\_\_\_\_

—Zip \_\_\_\_\_

#### FORCEFUL TECHNICAL-PAPER COPY TO POINT A COMPARISON

currency loose in an envelope, or take the trouble to dig up stamps or buy a money order. Many men who were interested by the early copy balked at the nuisance of getting the remittance ready, and forgot all about it.

In this first mail-order advertising, as we have said, the claims for Stellite were carefully toned down to less than the actual truth, so as to make them more easily believable. No definite statements were made as to how much more work could be done in a day, the copy simply stating

explained in detail, and the advertisement went on to say:

An everyday performance for Stellite. We get letters like the above every mail or so, telling us that Stellite will take bigger cuts at a higher speed than is possible with any tool steel, etc., etc. Incidentally, even the headline just quoted was more conservative than the actual truth, for the letter stated that the earnings of the workmen were increased from 45 to 65 per cent.

"Twice as much complete work per day with Stellite as with high-speed steel," was the headline of another piece of copy, the words being quoted from a letter from the International Machine Tool Co.

The Haynes Stellite Company felt at this point that the need for understatement and cautious reserve had practically been eliminated by the widespread educational work, and began to be more emphatic. "Arc Welded Stellite Tools Pay for Themselves in a Single Day," read a recent headline. The tools referred to are of iron with a cutting bit of Stellite welded on as a cutting nose, and are made in several standard sizes for the convenience of customers.

When this phase of the campaign had been sufficiently emphasized, the company put a number of salesmen in the field to do a little investigating. These men came back and reported that everywhere they went the men they called on knew Stellite; seemed to believe what was claimed for it; and the only reason they weren't using it was apparently sheer inertia.

Evidently a new and powerful copy argument was needed, and this was speedily found in talking about "Service." Branch offices had now been established in several big cities, each in the charge of a mechanical engineer, and the company stood ready to send an expert man anywhere in the country, if necessary, either to help a present Stellite user, or to advise the man who was thinking of trying it out. This fact has been capitalized in a series of very successful advertisements. One of these, for instance, showed a telephone and spoke of the big

organization which lies behind the simple instrument, comparing it to the big organization which is always ready to "make a connection" for a Stellite user, between a problem and the answer to it. "Each office has from five to twelve expert machinists employed as demonstrators," the copy said, "whose business it is to go from plant to plant showing how to use Stellite and where to use it. One of these men will come to your plant and make your problem his problem. He will show you how you can obtain from 20 to 200 per cent increased production without increased cost. He will do this without making any charge for his services or for tools used, and like the switchboard, he will connect you directly with the answer to your question or problem, whatever it may be."

This copy has pulled big returns, and is still running, though on a somewhat curtailed schedule due to the fact that the factory is rapidly approaching an over-sold condition. It will not stop, however, for Mr. Haynes has his eye on future business as well as present-day orders.

What the next step in the campaign will be, remains to be seen. However, from now on, the advertising should be comparatively plain sailing, as a result of the favorable sentiment created for it during the past three years in the progressive development from mail-order to educational to testimonial to institutional (service) copy. Certainly this is a hopeful recital for the business man who says his story is "too complicated to tell in print," or the beginning advertiser who gets discouraged because, as he complains, "they won't believe me, anyhow."

#### Elected Officer of Motor Truck Company

John F. Bowman, formerly sales manager of the Federal Motor Truck Company, has been elected vice-president and sales director of the Acason Motor Truck Company, of Detroit.

D. F. Whittaker has been appointed advertising manager of the Detroit Truck Company, of Detroit.

# Advertising Drive Against Suffrage in New York

State Association Against Woman Suffrage Employs Many Mediums in Arguments Against Granting the Vote

A LIFE-SIZE advertising campaign in opposition to the granting of equal suffrage in New York state is now under way. The New York State Association Opposed to Woman Suffrage is behind the drive, which is in answer to the efforts of the New York State Woman's Suffrage Party. The advertising campaign of the latter organization was described in *PRINTERS' INK* July 12.

Already the first unit in the anti-suffrage advertising campaign is in operation. A large quantity of outdoor space is being used for painted display, the efforts of the "antis" being chiefly directed at New York City and contiguous territory. Pictorial illustration is not being used, the boards being occupied with brief arguments. One says, for instance: "Do you wish to fight women in political competition? Do you want politics in your home? Vote No on woman suffrage November 6." Another is equally brief: "We believe the men of the state capable of conducting the Government for the benefit of both men and women." Many of the boards say simply "Stand by the women. Vote No on woman suffrage November 6."

Other elements in the campaign which are being brought into play rapidly are posters, streetcar space, newspaper advertising, handbills, direct mail matter, and novelties. The plans are for a cumulative effort, with most of the expenditure in the month before election day. For this reason, plans for space are being made in advance, but the preparation of the copy is to be a day-to-day matter, the arguments used being shaped to meet the existing situation as it develops.

A large quantity of one-sheet posters have been prepared, with three changes of copy, all of

which, however, carry the same heading: "Stand by the women! Mr. Voter: when you go to the polls on November 6 vote No on the woman suffrage amendment." Then follows the brief argument which is changed from one piece of copy to another. On one poster, for instance, it says: "The ballot will secure a woman no right that she needs and does not possess."

The character of the newspaper copy has not yet been revealed, and the actual writing of the advertisements will be postponed as long as possible. In past campaigns, the anti-suffragists have used pages and half-pages, and have featured in their copy the anti-suffrage arguments of famous men. Incidentally, this year much is being made of the fact that some prominent suffragists are also pacifists, socialists, or feminists. In the circular matter the names of these women are quoted. This circular matter is largely for the use of the chairmen of the county organizations throughout the state, who conduct their own publicity campaigns within the borders of their respective counties. Slides in motion-picture theatres are also used. True to their principle that "the place of woman is in the home," the "antis" never use street speakers, and when they do hold a public meeting they are careful not to have girl ushers in the aisles.

A speakers' bureau is maintained in New York City, and there is an active press department sending out material to newspapers all over the state. The anti-suffragists, however, have come to realize from experience that paid advertising is the most effective and most candid way to spread their doctrines, and will rely mainly upon that.

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## *The Advertising Agency— Yesterday and Today*



THE advertising agency, as an operative and legitimate business, is approximately in the fiftieth year of its age.

In this period the number of organizations thus engaged, from an original total of three or four pioneer brokers of space, has increased to about 150 service-concerns recognized by the various groups of publishers' alliances and all duly enrolled as members of the American Association of Advertising Agents.

In its general conduct, however, in so far as the system under which it operates and the character of service rendered the advertisers of this country is concerned—the average advertising agency has not by any means kept pace with the progress in the various businesses it serves.



## PRINTERS' INK

Nor, scenery and other superficialities aside, has it been capable of meeting the calls upon its experience, equipment and individual capacity which the advertiser of today has every right and reason to demand.

Notwithstanding this condition, to the truth of which practically any experienced advertiser will subscribe, there has been established a very considerable number of sizeable agency businesses, most of which are operating, more or less profitably, under a system almost exactly parallel to that of fifty, thirty and twenty years ago.

The organization of Collin Armstrong, Inc., maintains that modern business conditions, as they apply to the needs of the advertiser of today, render imperative a change in the system upon which nine out of ten of the organizations doing business under the title of "advertising agency" is based.

We maintain that, by virtue of the vast number of advertising dollars he invests, the advertiser is entitled to considerably more than the perfunctory and merely mechanical assistance he usually receives. We hold that he is well within his rights in demanding a service of his agent premised upon a genuine advertising intelligence applied specifically to



his own particular advertising needs—and that, in all fairness to himself and his business, he should insist that a change in the old and stereotyped principles of system and service be brought about.

That of the 150 agents recognized by the American Association of Advertising Agents, there are a few in which the urgency of this situation already has been foreseen and fore stalled, there is no reason whatever to doubt.

That the advertisers served by organizations of this latter type are receiving in service rendered all they can within reason expect, we admit to be equally true.

To you, therefore, who are satisfied with the agency co-operation you thus receive, we say with all the emphasis at our command—*Remain where you are*, in so far as your agency relationship is concerned. Let your agent have a fair and square opportunity to give to you all he has in him to give—and congratulate yourself that your advertising affairs are in such able and efficient hands.

It is only to advertisers otherwise positioned that this communication is directed. It is only to you who constitute the 40 per cent. of business houses who, for good and sufficient cause, have sought new agency



associations within a space so short as the past two years that this advertisement is addressed.

That Collin Armstrong, Inc., is one of the small group of advertising organizations to which the newer and more practical agency principles have been applied is left to the following evidence to prove:

**ORGANIZATION:** A departmentalized organization to which have been applied those fundamental and proven business principles to which may be attributed to a maximum degree the progress of successful business institutions in other lines—

Planning, Preparation, Scheduling, Production, Inspection.

**PERFORMANCE:** An increase in business volume in excess of \$750,000, within a 12-months period, without the loss of a single client.

**SATISFIED CLIENTS:** A group of advertisers who stand ready at all times to vouch for, either verbally or in writing, the character of service consistently received throughout the entire period of their association with us. The names of the individuals forming the contact-points in the case of 32 leading national advertisers to be submitted on request.



## PRINTERS' INK

### TYPE OF CLIENTELE: *General*.

AMERICAN TOBACCO COMPANY, Inc.  
"Sovereign" Cigarettes, "Giant" Long Cut Tobacco  
CLUETT, PEABODY & COMPANY, Inc.  
"Arrow" Collars and Shirts  
JOHN WANAMAKER  
National Advertising  
GUARANTY SECURITIES CORPORATION  
"Automobiles on Time Payments"  
SIMPLEX AUTOMOBILE COMPANY  
STEWART HARTSHORN COMPANY  
"Hartshorn" Shade Rollers  
PETER HENDERSON COMPANY  
Seeds  
MASON & HAMLIN PIANO COMPANY  
C. E. CONOVER COMPANY  
"Naiad" Dress Shields  
ELECTRO SILICON COMPANY  
Silver Polishes

### *Financial:*

J. P. MORGAN & COMPANY  
FIRST NATIONAL BANK  
CHASE NATIONAL BANK  
NEW YORK TRUST COMPANY

### *Steamship:*

BOOTH STEAMSHIP COMPANY  
CANADA STEAMSHIP LINES, Ltd.  
LAMPORT & HOLT, Ltd.  
RED CROSS LINE

### *Railroad:*

BALTIMORE & OHIO RAILROAD COMPANY  
CENTRAL RAILROAD OF NEW JERSEY



**PRODUCTION DEPARTMENT:**

A limited regular staff of men and women producers of the most experienced and highest-paid type, whose duty it is to care only for current and immediate needs, plus a system of employing in the open market the most expert producers of advertising "copy" and material in any line and for any given campaign.

**PROMPT DELIVERIES:** Once the basic advertising policy has been determined, a realization of the need for promptest possible deliveries of the completed campaign and of all advertising material relating thereto, leads us to refer you to any client of this house for a direct expression upon this point.

**CAPACITY FOR SERVICE:** An equipment in all departments which makes possible the performance of a given task with correctness and thoroughness through every operating phase and within a minimum space of time.

**SUPER-SERVICE:** When the occasion arises wherein any advertiser of this house stands in need of competent and expert advice upon a new or different policy relating to his selling methods, trade relationships, factory opera-



tion, office equipment, packaging and shipping of goods, extension of trade into foreign markets, or any other vital problem he may be obliged to anticipate and meet, we do not for one minute presume, as is the common practice, to give such advice premised merely upon our own knowledge of the facts, however intimate and familiar our association with that advertiser may be.

For cases such as this, we have card-indexed and classified the names, addresses and personal records of men who specialize upon each of these several points and who, by virtue of achievement alone, are recognized as the highest authority, each in his separate line.

Any one of this group of business specialists, whose qualifications have repeatedly been demonstrated upon previous occasions, we are prepared to requisition promptly into the service of the Collin Armstrong client wherever such counsel is required.

Here let us emphatically repeat that we are not interested in discussing the details of our system or our service with any house whose advertising affairs may now be in capable agency care.



PRINTERS' INK

It is only to you who are dissatisfied, and who are not, in your opinion, receiving a full dividend upon the advertising monies you invest, to whom we ask the privilege of demonstrating the proven practicability of the Collin Armstrong service plan.

If the subject is not an immediate one with you, it may become so at a near-future day. In this event, we shall be glad to add your name to the list of those who receive such material as we mail from time to time. A request on your business letterhead will bring you this literature dealing in its different phases with this advertising agency question — the old system versus the new.

**COLLIN ARMSTRONG, Inc.**  
1463 BROADWAY, NEW YORK CITY  
London      Toronto      Paris







## Why Not a "Detail Censor" for Advertising Illustrations?

## Making the Copy Proof Against the Most Expert Inspection

By a Commercial Art Manager

IS there need of a "detail censor" in every advertising agency and in every advertising department where aggressive campaigns of any magnitude are created?

The speed and pressure under which modern publicity is produced would seem to indicate that this new office is a stern necessity.

Error or exaggeration weaken advertising.

Statements which are open to question or controversy, or illustrations depicting things as they are not cause adverse criticism. Advertising must rise above the professional error-finder. They must be proof against the expert statistician and the curious bookworm.

Advertising has grown to be an educational factor, and these infinitely wonderful monthly lessons in our better magazines should be text-book perfect.

PRINTERS' INK has received a letter from a reader in far Flagstaff, Arizona, which vindicates the suggestion that the detail censor is a highly necessary gentleman. This letter is not written in a captious, fault-finding mood. It is, really, a serious, plausible query on a highly important topic.

The writer—himself an advertising manager—writes:

"I note in a recent national weekly a double-page spread advertisement for a large rubber concern, in which appears a picture of the Grand Canyon. Au-

tomobiles are shown at the bottom of the canyon. The canyon itself is made to appear a straight-up gorge. I live a few miles only from the canyon and know that many thousand people visit it. This great floating population is observant; it knows that the canyon is fifteen miles wide and that there are only three trails down which visitors can go with safety. Mules travel precariously. It is impossible under any circumstances to get an automobile into the canyon. I would like to ask why national advertisers so often distort the real facts."

Every advertiser has learned to



IN MODERN ADVERTISING, TO SHOW A RIGHT-HAND DRIVE CAR IS AS AGGRAVATING TO YOUR PROGRESSIVE MOTORISTS AS A BUSTLE WOULD BE TO A FIFTH AVENUE MODISTE. NOTE ALSO THAT THE NITROJECTOR IS BEING OPERATED IN THE DAY-TIME AND SHOOTS SHADOW INSTEAD OF LIGHT.

his sorrow as well as surprise, that people *are* observant. If there was ever any doubt that advertising is read, and read with infinite care, the printing of an error, however slight, ends the argument. The departure from fact is hopped on by a liberal majority. Bags of mail are received. The public appears to resent this infringement on its credulity and the ignorance of the advertiser himself.

The attitude is one of: "Here, what's the matter? Don't you know any better? You ought to be ashamed of yourself. Here is a silly, stupid mistake. Has it escaped your notice? How can we take your message seriously when you fail to take it seriously enough first to establish the stability of its text?"

The reading of an advertisement is a serious duty. The mind should most certainly not be divided in its business of assimilating the manufacturer's story. Mr. Jefferson Livingston, years ago, said that he would not tolerate human figures in any of his pages for Snider Catsup. "Women can't think of catsup for trying to pick flaws in the gowns of the housewives in the illustration," explained Mr. Livingston. "We ran an ad showing a hostess entertaining guests. A very dear friend of mine happened to meet me on a train. I opened my magazine at our latest advertisement. 'What do you think of it?' I asked. She began to scowl. 'Don't you like the page?' I demanded. 'The woman at the end of the table is wearing a dress that's three years behind the style,' was the answer. And that lady could see only the artist's error in style, absolutely nothing else. She was blind to catsup and recipes and prime tomato talk—everything. My page was wasted. Styles don't change in catsup bottles and millinery does not have much to do with tomatoes. I have adhered to still-life illustrations ever since."

It is told of a very resourceful and competent lady who not only guides the destiny of an imposing gelatine plant, which she has built to formidable proportions, but who personally supervises the gen-

erous advertising campaign of the house, that under no conditions will she permit figures to appear in her advertising. Time and time again she has been approached with alluring suggestions in this respect. Hundreds of beautifully executed "human interest" designs have been submitted, together with evidence of competitive campaigns having used this medium with success, but the edict has never been raised. She has studied women, and realizes the danger of the eternal feminine. One out-of-style sleeve or a "tacky" skirt would make an advertisement the laughing stock of a nation of critical women buyers. And while they may forgive technical errors, far removed from the Paris modiste, they consider lapse of style a cardinal and unforgivable sin.

In its progressive and altogether excellent farm-journal series of full pages, a tire company used the pen drawing of a breeded bull. The comparison was entirely legitimate for there was pedigree rubber in the tire and "local color" was desired in this publication.

But here's the altogether amusing catch in the scheme. A list of fifteen or more farm journals was employed and the same advertisement electrotyped for all. Immediately letters began to pour in at the factory. They were sharp and caustic and flippant criticisms of the page. "So this is what you call a pedigree bull, eh?" and, "out our way we wouldn't give that animal barn room." Investigation brought forth this startling truism of the trade—each individual community, the country over, has its own conception of what constitutes royal dairy stock. A Holstein bull might be O. K. in the eyes of one community and "scrub" in another. The member of one very excellent registered Guernsey family, with a long line of ribbon-winning ancestry, might be exceedingly popular in Wisconsin and forever banned by Minnesota. The advertisement in question was weakened to no small extent by this territorial jealousy. Only in sections where that par-

**Largest Home Circulation  
Confidence of Readers  
Co-operation**

**BRING RESULTS LIKE THIS!**

**ARMOUR AND COMPANY**

GENERAL OFFICES: UNION STOCK YARDS

**CHICAGO, ILLINOIS**

ADVERTISING DEPARTMENT

June, 25, 1917.

Publisher, The Examiner,  
Los Angeles, Cal.

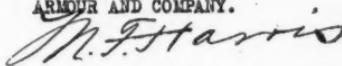
Dear Sir:

It is the work being done by the newspapers today in the education of the local market to the value of goods nationally and locally advertised that is responsible for the wonderful increases shown in the advertising appropriations being spent with the newspapers each year.

The Vegetable campaign which Armour and Company has conducted in Los Angeles through the columns of the Los Angeles Examiner has been highly satisfactory in the way of results obtained; and we do not hesitate to express our appreciation to the Examiner for the constructive work they have done in aiding our local branch house in securing a good distribution.

We were particularly pleased with the work your promotional department has done in having a representative talk to our local sales organization throughout the campaign, keeping the salesmen stimulated, and giving them newspaper sales arguments which they could use in getting the trade in line.

Yours very truly,  
ARMOUR AND COMPANY.



LPHarris/EBR

If your product is needed or used in substantial homes, the largest number of them in its community is reached by the

**Los Angeles Examiner**

M. D. HUNTON  
Eastern Representative  
American Circle Bldg., New York

W. H. WILSON  
Western Representative  
Hearst Bldg., Chicago

*Display Advertising Records for the  
First Eight Months of 1917  
Show Rapid Strides To-  
ward Supremacy by  
The Boston Herald*

By acquiring the 523,631 lines lost by the other three newspapers and 71,430 lines additional

# The Boston Herald Gained 595,061 Lines

The Herald gained in both local and foreign advertising—none of the other three newspapers gained in either. In the month of August—for the fifth month this year—the Herald ranked second among the Boston newspapers in volume of display advertising.

Here are the figures, Jan. 1st to Sept. 1st, 1917, of the Boston newspapers publishing daily and Sunday:

	1917	1916	Gain	Loss
<b>Herald . . . . .</b>	<b>3,350,858</b>	<b>2,755,797</b>	<b>595,061</b>	<b>—</b>
Post . . . . .	4,766,683	4,930,603	—	163,920
Globe . . . . .	3,405,783	3,658,668	—	252,885
American . . . . .	2,662,110	2,768,936	—	106,826

Traveler lineage is not figured in this tabulation. During this period the Traveler carried 2,471,728 lines. This was 562,428 lines more than its nearest evening competitor.

*Boston advertisers evidently have the same belief about circulation that John Wanamaker had about milk when he said: "Milk is milk, but there is a great difference between skimmed milk and the unskimmed article."*

ticular breed of bull was in favor did the page "strike twelve." A farm expert, questioned on the subject, could have forestalled this remarkable condition of affairs.

But it is in touching upon the sports that the advertising artist is apt to go wrong with a vengeance. Moreover, the American sportsman froths with righteous indignation when you take liberties with his pet pastime.

Tennis is much the vogue these days, yet it is really surprising to discover that comparatively few tennis scenes, as interpreted by the commercial artist, show any reverence for Mr. Spaulding's book of rules. Fashions change in sports as well as in gowns. An entirely new type of racquet has come to be used, notwithstanding which the writer found no less than eleven old-style ones in summer vacation advertisements. Nets are rigged up with imaginative abandon, and players are posed in the most extraordinarily impossible positions. We are a tennis- and golf-playing nation just now and we have sufficient time at our disposal to notice errors wherein these corking games are libeled.

Golf seems to remain an unfathomable artistic mystery to the commercial draughtsman. He poses his player with any old stick doing any old thing, obviously laboring under the impression that you can hit a ball no matter how you deliver the drive. A sporting goods house put out an expensive advertisement the early part of May which came in for general condemnation everywhere because of its crude inaccuracies. To see groups of clubmen laughing heartily over the ridiculous illustration would have set the advertiser to thinking, we believe. An advertisement can't be laughed at and respected simultaneously.

#### GETS ASSISTANCE FROM LOCAL AUTHORITIES

At this point we wish to suggest how one art department mastered this sporting problem to the entire safety and satisfaction of everyone concerned. The plan

can be successfully adopted by anyone, anywhere.

The art manager in question, whenever called upon to prepare a design in which the sports figured, submitted his initial "rough-out" to someone in authority at the largest local sporting goods establishment. For these men do know fishing tackle and canoes and equipment, golf and tennis and baseball and woodcraft. It's their life study. And this is a rational law to follow for all lines. The marvel of it is that the governing heads of advertising campaigns do not follow the obvious and very simple course—to go to an authority.

All stores and all professional sources of supply are only too glad to be of assistance. It flatters them to feel that their expert advice and collaboration is requested. They go out of their way to pass upon the tiniest detail.

Not one artist in fifty draws a canoe correctly, for example. Sporting publications are humorously illustrated with outdoor scenes containing canoes of strangely wondrous shape, design and capacity. Abercrombie & Fitch, New York, a most complete sporting-goods establishment, have one entire floor devoted to camping devices. The artist is more than welcome. He can take his pad and sketch there, anything from an Indian canoe to a sod cloth. A clerk will go the rounds with him and check up every last atom of detail. Only lazy indifference permits an artist to blunder along these days with make-shift clipped copy and imagination.

It is the same in every field; if you wish sure technical knowledge as to scientific subjects—the practical working side of mechanics—there is the *Scientific American*, with its library and filing system. There are very wise and very affable gentlemen on the staff who smile and nod when you make known your request and who "father" the problem with an enthusiasm that is reassuring beyond measure.

It does not seem to be a question of lack of a base of supplies

so much as an earnest, determined willingness and desire to get things right. Illustrative jobs are "given out." When the finished drawing comes in there is a rush for it very often, and as it "looks all right," it goes to the engraver and finally to the publication without proper censoring.

Is there a practical remedy? Several, and we wish to give some of them—tried and true systems, now in use by certain advertisers



TO ANY ONE ACQUAINTED WITH ROWING, THE FIGURE AT THE TOP OF THIS AD WILL SEEM RIDICULOUS. PASSING EVERY OTHER FAULT, THE MAN IS ROWING WITHOUT OAR-LOCKS. MOUNTAIN CLIMBERS DO NOT RISK THEIR LIVES IN ANY SUCH WAY AS HERE SHOWN, AND LEFT-HAND GOLFERS ARE IN A MINORITY

who feel the urgent necessity of having every little detail exactly right.

Do not leave it to the artist to look up data. When an assignment is turned over to him, the layout and the general plan of operation should be accompanied by complete working material. We will cite an instance: Mr. J. is called into conference on a full-page illustration showing scene on warship during battle. Attached to his order and the rough lay-out

there is pinned the following half-tone clippings from an artist file:

Front, side and rear view of costume of sailors. (Verification by authority that these costumes are ones actually worn during action.)

Half-tone, from photo of guns in action.

View from photo, of ship cleared for action. Proper signals flying, every man at proper post. Even list of craft and direction of smoke from guns verified. Sure knowledge that warship is of latest vintage.

By exercising even commonplace intelligence the artist can't fall into error. There is the material for him at his finger-tips. This same rule may be applied to any type of advertising illustration. Since the adoption of the scheme, ugly little detail pitfalls have been decreased until the percentage of mistakes is next to nothing. The filing department, working in sympathy with the art department, goes through all magazines with painstaking care, clipping such authentic pictorial matter as may be needed—every possible field is covered, from flowers to battleships. These files are constantly overhauled and brought up to date. Obsolete data are destroyed.

As a further example of the earnestness of purpose of the department, the agency handled an important railroad account. It had constant need of interior and exterior views of trains of the road. A photographer was sent to the yards. He made photo studies of their crack trains from every conceivable angle and position. He even made snaps of the yards at night, the round-house, interiors of engines, parlor cars, diners, observation cars, etc. Five portfolio envelopes were used to hold this material. When an artist is commissioned to make an illustration for this account he is given photo reference, dovetailing with the composition he is to draw. There's no guess-work about it.

This, then, is a cardinal rule:

# OKLAHOMA Wants Your Wares

She is ready, willing, anxious to buy.

No state is before her in prosperity.

Nowhere is a better market for merchandise of all kinds, provided only it have merit.

There is no room in Oklahoma for the low grade, the cheap, or the shoddy.

Do your business justice—get acquainted with conditions in Oklahoma. Know her enormous resources. Understand the *class*, and the *quantity* of merchandise she consumes *in your line*.

We are prepared to supply definite and precise information regarding market conditions and to work with manufacturers desiring distributors in Oklahoma.

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## The Oklahoma Publishing Company

PUBLISHERS OF

**The Daily Oklahoman**

**The Oklahoma Times**

**The Oklahoma Farmer-Stockman**

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E. KATZ SPECIAL ADVERTISING AGENCY, *Representatives*

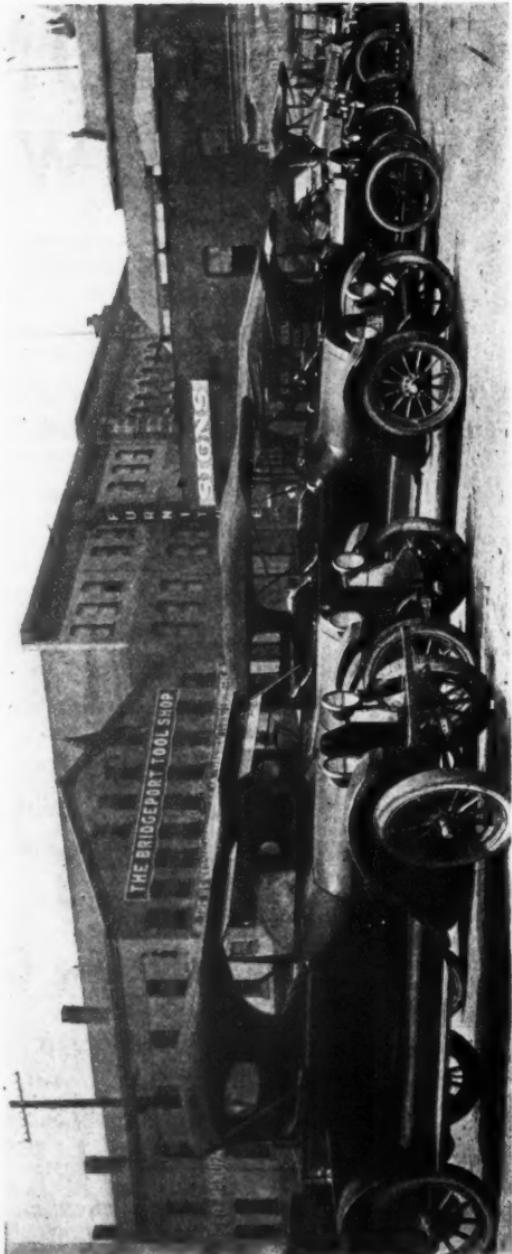
New York

Chicago

Kansas City

**BRIDGEPORT, C.T.**  
The Most Prosperous City in America  
**POST and TELEGRAM**  
**ITS GREAT DAILY**

MANY Bridgeport mechanics ride to and from their work in their own automobiles. This cut shows but a minute fraction of the daily automobile parkage of Bridgeport's great mechanical and clerical forces.



Supply the artist with photographic reference of the most modern and the most effective kind. No order for designs to be delivered to him until that information is officially appended. This means, of course, that the art department filing system must be shrewdly conducted along thoroughly modern lines.

But responsibility does not end here.

There is still the need of a rigidly stern censor—a trouble-finder—one person to whom is delegated the task of O. K.ing the designs and passing final judgment upon them. He comes after the art director himself—after copy men and organization talent have all had their squint at the job.

Where an agency is concerned, the delegating of an official censor is practical and a real economy. The volume of work justifies the added expense, and this man can either be connected with the clipping department or be given additional responsibilities to keep all his time occupied. Women are excellent for the task, they poke around libraries and submit sketches to experts. In smaller fields, some one member of the firm or regular department assumes responsibilities for that final arbitership. But there must be a delegated individual who respects his work and is of that peculiar disposition. It is their duty—these Sherlocks of small errors—to leave nothing to guess-work. They must have a veritable business of investigating and *making sure*.

#### NOT MUCH CHANCE FOR ERROR HERE

We like to refer to the methods of the General Electric Company.

The G. E.'s advertising department handles thousands upon thousands of advertisements in a year. The majority of them are illustrated. Added to this is the fact that the advertisements, for the most part, appeal to a technical class—men who served apprenticeship in mills and factories and draughting rooms under the white glare of the puddling room. They *know* machinery. Exactness

is second nature to them. An inaccuracy is a crime in their eyes. They live mathematical lives, measured off in inches and with every cog an exact fit.

When a design is finished in the G. E. art department it is submitted to the head of the particular department whose product it advertises. Not an art man or an advertising man or a man in sympathy with the exigencies of the publicity mill, but just a plain, every-day, down-to-earth individual who scrutinizes the page from the viewpoint and with the eyes of the trained mechanic. He isn't particularly interested in how well the figure is drawn, but if you have a G. E. fractional power motor out one-fiftieth of an inch he'll pounce down upon you like a bag of wildcats.

There's censorship for you—there's the way the big fellows do it. They take no chances. Realizing that there is always someone who knows, they promptly forget the aesthetic, artistic side, and submit all material to an unsentimental mind. If he says: "O. K., I guess you can run that," it's released, but not before.

The G. E. Company wished to use some illustrated ads showing unit switchboards—an extremely technical subject.

The easy way, of course, would have been to allow the artist liberties: "just sketch in your atmosphere nobody'll notice." Instead, a photographer made a portfolio of photographs of real switchboards in real plants. It not only meant accuracy, it meant wonderful atmospheric background detail as well.

Art departments should always remember that for every mechanical problem there is someone, just around the corner, or a reference book at the local library, ready to show how. The price of accuracy in advertising is not prohibitive.

Only recently a car manufacturer ran a series of three-column illustrated advertisements in Florida papers. Backgrounds of various kinds depicted mountainous stretches, waterfalls, Indians with tepees and the like. Florida's

practical mind looked on aghast. There are no mountains in the state. The Seminole Indians dress like Ziegfeld show girls, in coats of many colors, and do not sport feathers and tepees. The only waterfalls in Florida come from hydrants. The drawings were frankly criticized and noticeably non-productive. Then a new series pictured scenes along the famous Dixie Highway and on smooth racing beaches, and Florida smiled again—and understood. She was being approached in a language she understood.

Advertising should be kept free from the taint of inaccuracy. The reason is obvious.

### Stanley Clague Succeeds Whitman in A. B. C.

Stanley Clague, of the Taylor-Critchfield-Clague Company, Chicago, was last week elected by the Board of Directors of the Audit Bureau of Circulations to succeed Russell R. Whitman as managing director. Mr. Whitman resigned from the Bureau following his purchase of the *New York Commercial*, as previously reported in *PRINTERS' INK*. Mr. Clague will devote his entire energies to promoting the work of the Bureau, and has withdrawn from the Taylor-Critchfield-Clague Company.

It was largely through Mr. Clague's efforts that the Bureau was founded three years ago. As president of the Western Advertising Agents Association, he was instrumental in raising the preliminary funds to bring about the organization, and he has been a director and moving spirit in it ever since. His work as chairman of the standard forms and audits committee equips him to carry out the plans he has in mind for extending the service of the Bureau and making it more and more valuable to advertisers, advertising agencies and publishers.

Before coming to Chicago to engage in agency work, Mr. Clague was manager of advertising promotion for the Curtis Publishing Company in Philadelphia. He was the first president of the Western Advertising Agents Association and is still a director in that organization. He is also a member of the international commission of the Associated Advertising Clubs of the World. In discussing his future plans with a *PRINTERS' INK* representative, Mr. Clague said: "While the success of the Bureau has reached a high point, I do not by any means believe we have even scratched the surface of what can eventually be done toward standardized circulation and service to advertisers. It was the vision of these possibilities that decided me to withdraw from my agency work, and devote my entire time to the A. B. C."

### Eight Liberty Loan Poster Designs Selected

Will Be Printed by Private Print-  
ing Plants—No New 24-Sheet  
Posters, But Half a Million in  
Small Sizes—"Stickers" and  
"Seals" to Be Used—Companies  
That Will Do the Work.

ON Tuesday of this week the Director of Publicity for the Second Liberty Loan made announcement of the winning designs for posters which the Government will use in the campaign. The posters are all of a pictorial nature rather than of the type which relies upon text alone.

The first design represents Uncle Sam pointing to khaki-clad soldiers, with the inscription, "Shall We Be More Tender With Our Dollars Than With the Lives of Our Sons?" The second design represents the Statue of Liberty at sunrise with the line, "Before Sunset Buy a Liberty Bond." The Liberty Bell and the inscription "Ring It Again" furnish material for the third poster. The fourth design shows a soldier and sailor with clasped hands under the American flag. The next picture shows two children and the slogan, "My Daddy is Fighting at the Front For You—Back Him Up by Buying a Liberty Bond." The next poster will have a bronze tablet effect, with a picture of President Wilson and the American shield and the President's words, "The Time Has Come to Conquer or Submit—There is But One Choice and We Have Made It." The seventh design has a picture of the treasury building and the inscription, "Lend your Money to the Government." An immigrant ship arriving in New York harbor giving passengers their first view of the Statue of Liberty is the subject of the eighth design. There is a special design for a window card, with a bronze tablet effect with the words "Second Liberty Loan of 1917; Buy a Bond."

A total of 4,000,000 posters in

Now  
*is the time to*  
**Advertise Your Goods**  
*in the*  
**AMERICAN  
EXPORTER**

*Because*

**1**

Right now, the buying abroad of goods of every description advertised in the AMERICAN EXPORTER is enormous.

This is due to the tremendous demand for all kinds of American-manufactured products.

Through its forty years' establishment, this publication has won the confidence of importers throughout the foreign markets. Its columns are consulted constantly by foreign buyers.

**2**

After the war, the exports from this country will be even greater than the present tremendous trade.

Now—and not later—is the time to cultivate this future business.

European manufacturers are doing it today. Are you?

*Write for free booklet*

*"Getting Business Through Export Advertising"*

**AMERICAN EXPORTER**

**17 Battery Place      New York**

# Tip-Top Prices

Are being received at all market centers for cattle, horses, sheep and swine.

The live-stock farmer is getting well paid for his skill and labor.

Consequently he is in a very receptive mood. Better try and interest him **now** if you have anything he needs.

He will respond to the right kind of an appeal, but he does not want cheap stuff.

He generally accepts the statements of Breeder's Gazette advertisers as worthy of consideration.

He knows that his favorite newspaper does not solicit the patronage of irresponsible merchandisers.

More than 90,000 farm homes get The Breeder's Gazette every week because they **want it**, and **pay in advance for it** a higher price than that obtained by any other paper in its field.

Please ask us to send you a recent issue for inspection.

Advertising rate 70c a line for space to be used prior to June 30, 1918.

For further particulars please address

## THE BREEDER'S GAZETTE

*Established 1880 "The Farmer's Greatest Paper" Published Every Thursday*

Sanders Publishing Co. 342 South Dearborn St.

CHICAGO, U. S. A.

Member Audit Bureau of Circulations.

George W. Herbert, Inc.  
Western Representative,  
111 W. Washington St.,  
Chicago, Ill.

Wallace C. Richardson, Inc.,  
Eastern Representative,  
351 Fourth Ave.,  
New York City.



these eight designs will be issued, as against 1,800,000 issued by the Government for the first sale of Liberty Bonds. In addition to the 4,000,000 posters there will be an edition of 500,000 for the use of the Women's National Liberty Loan Committee, which is under the wing of the Treasury Department, and 500,000 of the window cards above noted.

It was stated two weeks ago that the new posters would be printed at the Government Printing Office, but it now develops that the official print shop is so loaded up with other war work that it is out of the question for it to handle the extra heavy contract for posters that has been arranged. Seven large plants have therefore been given the contracts: American Lithographic Co., New York; Edwards & Deutsch, Chicago; Illinois Printing Company, Chicago; Sackett & Wilhelms Corporation, Brooklyn; Ketterlinus Company, Philadelphia; Heywood, Strasser & Voigt Litho. Co., New York; T. F. Moore Co., New York. The awards were made on the basis of competition both as to designs and prices. Contracts call for delivery within thirty days after the receipt of approved sketch.

Under the new poster schedule there will be used no 24-sheet layouts except 1,000 or so that remain over from the previous campaign. All the new designs will go out in the half-sheet size or the 36- by 48-inch dimension for use as hangers. Incidentally there will be an edition of some 3,500,000 stickers for use on the wind-shields of autos.

It is intended to eliminate the private Liberty Loan poster from the forthcoming campaign. In the spring, it will be remembered, many banks and committees got out their own posters, made from original designs. Ralph W. Emerson, in charge of poster production and distribution for the Government, estimates that more than 700,000 of these were issued.

Banks and business houses that desire to make advertising capital out of the bonds will be fur-

nished with any reasonable number of the official posters. Moreover, no objection will be made to the attachment of "riders" or streamers to the Government posters to identify an institution as a subscription agent for the Liberty Bonds, so long as the appended matter is displayed in such a manner that it does not hide or obscure any portion of the main poster design. Posters will also be distributed through Federal Reserve Banks as formerly, and the allotments for these banks are now being made up so that shipments can be made direct from the printing plants.

Mr. Price is not yet ready to make formal announcement regarding "special" advertising that will be adopted, but as an indication of what is coming it may be noted that there will be an edition of 20,000,000 colored stamps or stickers for use on the reverse of envelopes, on correspondence, etc. These stickers will be issued in almost any desired quantities to business houses that will agree to use them on mail.

The whole car-card advertising proposition will be handled, as in the former campaign, by the affiliated street-car advertising interests. While the latter are being looked to for the printing as well as the placing of the car cards, it is probable that, for the sake of hooking up the whole campaign, the street-car people will be urged to use some of the same pictorial copy that the Government puts out in the form of posters and this will likely be true, also, in the case of designs for stamps and stickers.

#### John C. O'Laughlin Joins Lord & Thomas

John C. O'Laughlin, a newspaper correspondent of wide experience and first assistant secretary of state in the Roosevelt administration, has become a member of the Lord & Thomas organization in Chicago. He will direct his attention primarily to after-the-war foreign trade policies.

The officers of the Lord & Thomas agency are now as follows: President, C. C. Hopkins; vice-presidents, W. T. Kester, J. C. O'Laughlin and W. E. Richardson; secretary and treasurer, A. D. Lasker.

*United States Tires  
Maxwell Automobiles  
Royal Baking Powder  
Franklin Automobiles  
Aeolian Company*

These are some of the national advertisers who use my mats and stereos for handling their copy in their newspaper lists.

I have proven to them and others that my service saves time and money and is the ultimate of efficiency.

If you use newspaper advertising I want the opportunity to show you how much time, money and lost closing dates I can save you. Ask for further details or step into my office sometime.

Send for booklet

*"Handling Advertisement Copy for Newspapers."*

J. T. BUNTIN

**J. T. BUNTIN INC.**  
**MATS**  
and  
**STEREOS**

209-219 W. 38th Street, New York

# Congressman Kitchin's "Knowledge" of Advertising

Valentine & Co., Mr. Erickson, Their Advertising Agent, and "The Outlook" Deliberate Regarding It

[EDITORIAL NOTE.—The following paragraphs are taken, by permission, from "The Valentine" for August, the house-organ of the well-known advertisers, Valentine & Co., of New York.]

## ADVERTISING IS MISINFORMATION, SUGGESTS MR. KITCHIN

THE *Congressional Record* for July 16 contains the speech of Hon. Claude Kitchin of May 10 on the Revenue Bill, and the debate thereon. The following excerpt is from the record of the debate—not from a comic journal. Mr. Kitchin had been inveighing against carrying magazines at the present second-class rates, using a copy of the *Outlook* as an example:

"Mr. Kitchin: And the Government is paying every dollar of the cost of the transportation of these advertisements.

"Mr. Chandler, of New York: Mr. Chairman, will the gentleman yield?

"Mr. Kitchin: Yes.

"Mr. Chandler, of New York: Is not an advertisement information concerning the thing advertised? (Laughter). Oh, I ask that seriously.

"Mr. Kitchin: Ought not the gentleman to refer to it as misinformation generally as to the thing advertised?

"Mr. Chandler, of New York: And a high-class journal like the *Outlook* never takes advertisements of anything except that which is of exceeding interest to the public.

"Mr. Kitchin: Oh, sure! (Laughter.) Like this Valspar which is advertised here. What is that, anyway?

"Mr. Goodall: It is a varnish.

"Mr. Kitchin: Yes, Valspar Varnish. Oh, Brother Chandler! (Laughter.)"

## SOMETIMES, BUT HOW ABOUT CONGRESS, SAYS MR. ERICKSON

Mr. Kitchin evidently does not

believe in advertising, although he may wear a Stetson hat, an Arrow collar, B. V. D.'s and Regal shoes.

He may even smoke Bull Durham tobacco, wash with Ivory soap, shave with a Gillette, ride in a Packard and joke at a Ford—and still doubt advertising.

There are such men, but, as Laura J. Libbey would say, "They're more to be pitied than censured."

Mr. Kitchin says advertising is misinformation.

So it is—in part.

But there is much less misinformation in the advertising pages of magazines than in the Halls of Congress—and the proof is the *Congressional Record*, if anyone wishes to look over it.

Josh Billings must have had that medium in mind when he said: "I don't care how much a man talks, as long as he does it in a few words."

But, "be that as it may," the thing that should interest Valentine & Company is the fact that the first advertisement which Mr. Kitchin saw in the *Outlook* was Valspar announcement, and when he mentioned it to Mr. Goodall, he, Mr. Goodall, knew it was a varnish.

This proves that Mr. Goodall is a bright man and keeps up with the times.

It really is a shame Mr. Kitchin didn't give him a chance to tell Congress what he really knew about Valspar.

He probably would have pointed out that it is the *only waterproof varnish* in existence, and that it is quick-drying, long-wearing, spot-proof, mar-proof—and then some.

In fact, he might even have suggested a Congressional visit to the Valentine plant to verify the facts.

But, we must forgive Mr.

**OUR MOTTO:****Posters that please      Satisfied customers**CABLE ADDRESS:  
STEINGART, CHICAGO**A. STEIN & CO.**ADVERTISING  
DEPARTMENT1143 TO 1157 W. CONGRESS ST.  
AT RACINE AVENUE  
CHICAGO, U.S.A.NEW YORK BRANCH  
104 FIFTH AVENUE**PARIS**  
GARTERS

Woolen Garments for You

Children's  
Nickery  
Garters

July 29, 1917.

National Printing & Eng. Co.,  
Tribune Bldg.,  
Chicago, Ill.

Gentlemen:-

Attention Mr. Fisher -  
Commercial Dep't.

Most of the executives of this Company have seen the new 24-sheet PARIS GARTER poster, which you have just completed for us. Their unanimous opinion of it is that it is one of the best posters ever made for us.

Considering the difficult subject it was necessary for you to handle, and appreciating the problem it is today to secure good printing inks, we feel that you are certainly entitled to our congratulations.

The writer has bought many posters of you in the past, but in this particular instance he believes you have surely outclassed all previous efforts - and in the vernacular of the day, that is certainly "going some."

Yours very truly,

A. STEIN &amp; COMPANY

JWK/MC

Advertising Manager.

Reproduction of 24-sheet poster referred to above

We shall be pleased to furnish ideas and estimates for special posters, window trims, cardboard cutouts, displays, fiber and cloth signs, etc. Write us your requirements.

**NATIONAL PRINTING & ENGRAVING CO.**

Tribune Building

Chicago, Ill.

Kitchin; he did us a good turn.

Our only suggestion would be that the next time this happens, he read the entire Valspar advertisement aloud, for in that way many members of Congress, instead of receiving *mis-information* will really receive information that they can ill afford to miss.

—A. W. ERICKSON.

THERE IS ALSO KITCHIN MISINFORMATION, SAY THE EDITORS OF "THE OUTLOOK"

EDITOR, "THE VALENTINE":

We thank you for calling our attention to the remarks of the Hon. Claude Kitchin as reported in the *Congressional Record* for July 16th, in which he humorously alludes both to *The Outlook* and to Valspar. It is quite apparent that he knows nothing about either of these standard articles. We believe that if he would regularly read *The Outlook* and regularly use Valspar (as the writer of this letter does in his own home), his remarks on periodicals and advertising would display more accuracy and polish. We do not think it unfair to allude to Mr. Kitchin's inaccuracy, since in the same debate on the floor of the House he asserted that *The Outlook* receives three thousand dollars a page for all the advertisements it prints. "Here," he said, "is an automobile advertisement and here some tooth brush fellow has paid three thousand dollars." If this were true our income would assuage our feelings of pained surprise at Mr. Kitchin's criticism of *The Outlook*, but unfortunately, as your own advertising accounts will show, *The Outlook* receives not three thousand dollars but only three hundred dollars a page for advertising. Our Advertising Manager tells us that he hopes your company will take Mr. Kitchin's judgment of the monetary value of advertising in *The Outlook* to heart, and will realize what a splendid bargain it is getting at the present price of three hundred dollars a page.

THE EDITORS OF THE OUTLOOK.

### Appointment by "Candy and Ice Cream"

George A. McLearn has become Eastern manager for *Candy and Ice Cream*, of Chicago. Headquarters will be established in New York. Mr. McLearn has been associated with the *Confederations' Journal* as field representative for a number of years.

### Ranson Goes With "The American Magazine"

John H. Ranson, formerly with the New York soliciting staff of N. W. Ayer & Son, and the Butterick Publishing Co., has recently joined the advertising staff of *The American Magazine*, in charge of the New England territory.

### Advertising Might Have Helped This Situation

The Food Administration has found that people who are willing to eat more fish often cannot get it because no comprehensive national distribution of fish has ever been organized in this country. Many dealers have tried to build up trade in fish, but failed because their customers have not supported them. Study of the situation has shown the necessity for better information to the public.

Many people have been eating fish only on Friday. They might well eat it every day. The average housewife is familiar with only three or four varieties of fish, and these the most expensive. Meanwhile our oceans and lakes and rivers are all full of neglected varieties, which would furnish cheap, wholesome food if people knew about them and dealers carried them in stock.

### Big Output of Peanut Products Planned

The *Boston News Bureau* states that at Tyler, Texas, the largest peanut products factory in the United States is to be constructed by the Woldut Grocery Company at a cost of \$250,000. It will be equipped with machinery for manufacture of peanut oil and various by-products, including cake and meal for livestock feed. Peanut butter will also be one of the outputs. Prospects are favorable for more than 1,500,000 acres being planted in peanuts next season. To utilize this prospective production, many additional mills will be constructed.

### Will Go With R. Wallace & Sons Mfg. Co.

On September 4th, Benard W. Magie, store advertising manager for Daniel Low & Co., Salem, Mass., will become assistant advertising manager of the R. Wallace & Sons Manufacturing Co., Wallingford, Conn.

### Now a Salesman for Syracuse Smelting Works

J. Henry Stephany, formerly with the American Type Founders' Company, has joined the sales staff of the Syracuse Smelting Works, Brooklyn.

### H. D. Kresge Comes to New York

H. D. Kresge, former advertising manager of the Williams company, has become advertising manager of the *Photograph*, New York.

D. Alton Potter, advertising manager of Beatty Bros., Fergus, Ont., for the last five years, will take up similar work for R. S. Williams & Sons Co., Ltd., of Toronto, on September 15. This is a large musical instrument house.

PRINTERS' INK

1892 — 1917

## *Experience*

**T**WENTY-FIVE years old in meeting and mastering business problems—in learning what to do and what not to do—in profiting from its own successes and activities;

Twenty-five years young in energy, in freshened viewpoint, in its studied plan of keeping a bit ahead as ways improve and methods change.

This is the record of the Taylor-Critchfield-Clague Company, whose principal asset is a long experience, kept bright from day to day with the polish of progress.

There is safety in experience. It is the only dependable counter-balance for experiment. And the untried plan has its chance for success only when it follows, part of the way at least, the blazed trails of certainty.

Experience makes us certain. Contact with almost every problem in advertising enables us to speak with authority—whether in encouraging the application of a plan or discouraging its adoption.

Scores of accounts now large were small when we took them. We have traveled the road to success with them, and we invite you to learn more about our way of working.

*Write for booklet, "The Efficient Simplicity of a Great Service."*

**Taylor-Critchfield-Clague Company**  
Brooks Building Chicago

New York  
Boston



Detroit  
Minneapolis

**GLIDDEN**

ARCHITECTURAL FINISHES



**VELVET WHITE ENAMEL**

Durable egg shell finish without rubbing

**BEECH-NUT**



**Five Cents  
a Package**

MINTS - WINTERGREENS - CLOVES

## THE NEW SCHOOL OF LITHOGRAPHY

calls for more than pleasing effects  
in color—it demands striking ideas  
and a convincing appeal.

ONE OF THE *Velvets*



The Ideal Breakfast

All

Quick  
Thorough  
Hygienic



*Coopers*

## CERTAIN PSYCHOLOGICAL ELEMENTS

connected with advertising are difficult to analyze.

Often in an illustration of the highest class there is missing that subtle quality which fixes the name of the product in the memory and plants deep in the consciousness somewhere the buying intention. To the attention-arresting element there must be added an impression of satisfied interest — a sensation akin to a new discovery.

Every intelligent advertiser is trying to strike this note, and when one succeeds in reaching the exact pitch, there is a chorus of appreciation.

The accompanying illustrations will recall a few of the striking achievements of this sort to the credit of the Niagara organization. A complete showing would almost form a directory of National Advertisers.

### Niagara Lithotone Process

*Niagara Lithograph Co.*

Buffalo · New York  
Chicago · Cleveland · Boston



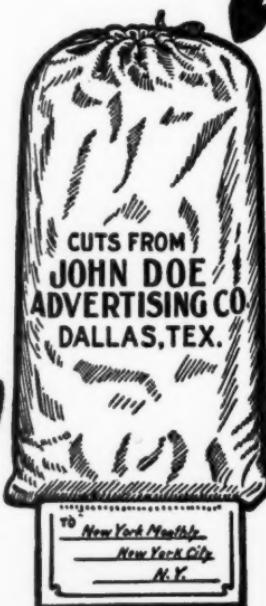
## **READY TO SEND - THE SAFE WAY**

**B**EMIS CUT BAGS are the safe and secure way to mail cuts and half-tones. Each cut identified by the name on the bag. Cuts cannot go astray. Bemis Bags save time and money. Made in all required sizes.

*Send for free  
samples and prices.*

**Bemis Bro.  
Bag Co.**

**600 Broadway  
ST. LOUIS,  
U. S. A.**



# Advertises to Reclaim Waste Automobiles

Sale of Units to Make New Trucks of Old Pleasure Cars Reaches Big National Advertising Stage

**S**ELLING half an automobile to a single consumer is not the sort of business for which, on first thought, one would predict immediate and brilliant success. Yet such has been the business of the Commercial Car Unit Co., of Philadelphia, for the past year, and on August 11 this concern opened up a new policy of big national advertising on its Truxtun Units.

The history of the proposition, however, goes back a year further.

A little over two years ago a Philadelphia dealer in Ford accessories conceived the idea of reclaiming second-hand "flivvers," of which there were many gravitating down the spiral of automobile life toward that ultimate resting place of all cars—the junk pile—by turning them into real trucks rather than merely placing a truck body on the pleasure chassis. He evolved a rear wheel construction, on a lengthened frame that was bolted over the frame of the Ford, which had been denuded of its rear axle assembly.

It was simple—the front assembly and power plant of the old pleasure car, and the new rear construction, the two frames overlapping for ease and extra strength in consolidating the two. The idea "took" locally, for it embodied a vital factor of economy. The Hudford Company was formed, capitalizing the name of

"The Universal Car," and modifying it by the first half of the inventor's name, Hudson. The company branched out for a national business. But one year ago it was reorganized for greater sales efficiency, and today the new concern is striking out through the medium of a big national advertising campaign to tell the public that the Truxtun Unit, despite the fact that it is designed for assembly with the power plant of a pleasure car, is not a second-hand proposition at all. John M. Willys is a stockholder of the company, the product of which has been made applicable to cars other than the Ford.

The campaign, which opened on August 11, is to be conducted

**One Company bought  
40 TRUXTUNS.**

This is a photograph of a TRUXTUN unit, showing the front end of a Ford chassis with a truck body bolted on. The rear wheel construction is clearly visible.

and this

make this

TRUXTUN

Model A

Model B

TRUXTUN

COMMERCIAL CAR UNIT CO.  
16th Street and Sansom Avenue  
Philadelphia, Pa., U.S.A.

**TRUXTUN**

PAGE COPY IN NATIONAL MEDIUMS

in three of the nationally circulated magazines, and the heavy advertising which the company has been doing the past year through the trade press will be continued.

The business was pushed to the utmost last year to supply one-half of the demand made upon it, and this year it is expected that the production of Truxton Units will jump from 12,000 to 30,000, the company having made arrangements to that end through the lease of another factory and contracts with manufacturers of parts.

There are few things in which a man takes more pride than his personal appurtenances, which include his automobile as well as his clothes. The automobile manufacturers, like the tailors, have taken advantage of this characteristic to change the styles from year to year. It may be an improvement of the car's machinery or only its appearance. It makes no difference as far as the present question is concerned, for the result is that the car owner of means is obsessed with the desire to have a new model before he has worn out the old. This throws on the market a host of cars annually that have little the matter with them which could not be remedied at small expense except obsolete style—cars which need perhaps, nothing more than a few new bearings.

But immediately the old car is offered in trade or for sale dozens of factors are thrown into the balance to depreciate its market value to a point on the average considerably below its real value. The salesman and the agent in reality have to make two sales, that of the new car and that of the old, in order to get one profit. They wouldn't consider taking in the old car at all except that owing to competition it is necessary in most cases to do so in order to swing the sale of the new one.

The customer, on the other hand, is likely to be left with the feeling that he hasn't gotten quite his money's worth in the deal.

He feels that he has more or less given that old car away.

And so, through the operation of such forces as these low values are set on used cars and nobody is particularly pleased about it; yet it is a condition which is going to exist as long as a man prefers driving a new car rather than an old one.

This condition, says George M. Davis, secretary and sales manager of the company, is what the Commercial organization is taking advantage of in its sales appeal. It lifts the used car out of a class where its value is measured by style, and puts it into a class where its value is measured by the mathematical standard of service ratio to cost.

#### SELLS THE NEW UNIT—NOT THE OLD CAR

At the same time the company keeps clear of becoming involved in any discussion as to the value of the used car by confining itself strictly to the business of selling new rear constructions only, at standard prices, to dealers all over the country.

In a vast number of cases the old pleasure car never changes hands. The dealer transforms it into a truck for the business of the owner. The owner feels that he has given nothing away. The dealer has not only made two sales but two profits. The pleasure car manufacturer is not displeased to see the old car removed from that branch of the market for good.

This, in substance, is the basis of the sales campaign.

"But," says Mr. Davis, "we are also faced with the necessity of laying at rest for good any notion that we are in the business of selling makeshifts. And this is an important part of our advertising campaign, which, from start to finish, we endeavor to give the stamp of quality, both in argument and layout. To this end we take care to mention in our advertisements the names of such users of Truxton Units as Colgate & Co., New York Telephone Co., United Gas Improvement Co., the Hillman depart-

*Not as a Boast  
But  
As a Statement*

THE ILLUSTRATED REVIEW, October Issue, the second issue to carry advertising, closed with 5,829 agate lines of advertising, representing forty-three advertisers.

Forms for November Issue  
close September 24.

**CHICAGO**

1211 Hartford Bldg.  
Mr. Young—in charge.

**NEW YORK**

312 Flatiron Bldg.  
Mr. Stearns—in charge.

**THE ILLUSTRATED REVIEW**  
Atascadero, California

*The Nearest Office is Particularly at Your Service*

# MAZDA

*"Not the name of a thing,*

*but the mark of a service"*



From the incoming host of new ideas on lighting, MAZDA Service selects for the makers of MAZDA Lamps, only those developments in design, materials and methods that will improve the light you enjoy.

### THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive

this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE  
GENERAL ELECTRIC COMPANY



ment stores, Loose-Wiles Biscuit Co., du Ponts, and other big organizations. In most of our advertisements we try to have striking drawings of the truck in service for quality atmosphere. In our trade-paper announcements we have used color freely, and several pages at a time, furnishing our own inserts on heavy and highly glazed stock so that the book would have a tendency to 'break' at our advertisement. With these drawings we run smaller reproductions of retouched photographs illustrating such details as the solid construction and the internal gear axle and shaft drive, the two new toggles, and the unit complete with line drawing of the front construction of the original car to show how the two fit together."

Mr. Davis believes that a large proportion of prospective buyers lie among those firms which have not yet adopted motor deliveries, and so another feature of the advertising is the comparison of efficiency between horse-drawn and motor vehicles.

When the new company took control it found that a system of contracts with dealers had been put into effect by which the dealer made in advance a deposit of ten per cent on future orders, to be forfeited in case the order failed to materialize, and that despite this drastic arrangement a large number of dealers had been found who were willing to make it. It was not felt, however, that this policy was one of good merchandising, and so the arrangement was modified on a basis which assured the dealer the return of his balance on the severance of relations by either party. Back of this was the more specific idea of putting the Truxton agencies into the hands of a better class of dealers generally, who, says Mr. Davis, would be independent enough to balk at the previous ironclad agreement. The change has proved its value, for today the company has in its files the contracts of more than 400 dealers in all sections of the country, and holds their deposits as

evidences of good faith—a completely made-over dealer organization.

At the present time the company has fourteen men on the road, who not only lay down new agencies, but visit periodically the dealers who have been appointed to help them in their sales work and establish the needed personal touch between the company and its agents.

The national advertising campaign was planned originally for last spring, but was delayed, owing to the suddenness of the demand which sprang up. As part of this campaign a heavy circularization effort was made just prior to its opening, in those districts in the West where distribution left something to be desired. In this the national advertising plans were explained in full, and the dealer was asked if he would be interested in a temporary arrangement to handle any inquiries which the company might turn over to him in his district or which might develop direct as the result of the advertising, pending the appointment of permanent agencies. Thousands of affirmative replies have been received, which Mr. Davis believes is going to help materially in the selection of the permanent agents.

A certain large automobile company has been cutting down materially on its agency representation of late, and advantage also is being taken of this in the search for good dealers. Five recently had their contracts cancelled in St. Louis, and these the company went after immediately by telegraph receiving two favorable replies, one of the five men being out of town.

A heavy advertising policy is to be maintained permanently, says Mr. Davis, not only to act as a sales stimulant, but as a builder of good will and a shaper of business policy for the future, for the company is looking forward this year to heavier demand than it will be able to supply. Next year, that is, after January 1, the advertising appropriation will be materially increased.

• Advertising Men in Military Service

GEORGE BATTEN COMPANY, INC.  
Loring W. Batten, Jr., Ensign, U.  
S. S. "Wyoming."  
R. F. Owlesley, U. S. Marine Corps.  
R. C. Burky, Aviation, Officers' Re-  
serve Corps.

Gilbert Malone, same.  
Harry H. Watson, U. S. Marine  
Corps.

Gerald A. Carew, same.  
Edward H. Pearson, 2nd Officers'  
Training Camp, Plattsburg, N. Y.

Michael Shea, Seventh Regiment,  
N. G., N. Y.

James Simpson, U. S. Naval Reserve  
Forces.

Stephen Wyack, same.  
Frank J. Machoney, U. S. Medical  
Corps, Ambulance Driver.

Egbert G. White, U. S. Signal Corps,  
New York.

"CONCRETE"  
R. N. Jackson (Western manager),  
Battery C, Field Artillery, N. G. III,  
Fort Sheridan, Ill.

GUARANTY SECURITIES CORP.  
Frederick R. Kerman (advertising  
manager), Captain Officers' Reserve,  
Plattsburg, N. Y.

"SCHEIBNER'S MAGAZINE"  
J. E. Byrnes (assistant Western ad-  
vertising manager), Officers' Training  
Camp, Fort Sheridan, Ill.

"TOWN AND COUNTRY"  
A. M. Carey, Coast Artillery, Fort  
Hamilton, N. Y.

W. D. Sutton, Officers' Training  
Camp, Plattsburg, N. Y.

ASSOCIATED FARM PAPERS  
Ned Costello (Chicago staff), Ill.  
Naval Militia, Camp Grant Park, Chi-  
cago.

"ELECTRICAL AGE"  
William F. Eastman (mgr.), Officers'  
Training Camp, Plattsburg, N. Y.

STANDARD SALES CO.  
F. H. Walter (mgr.), U. S. Naval  
Reserve Force.

Thomas Mfg. Company  
Appointment

F. J. Parker has become advertising  
manager of the Thomas Manufacturing  
Company, of Dayton, Ohio, cutlery  
manufacturer. He has been associated  
with the advertising department of the  
National Cash Register Company for a  
number of years.

Death of Wm. E. Woertendyke  
On August 24th occurred the death  
of William E. Woertendyke, business  
manager of the Newburgh, N. Y.  
*News*. He was forty-three years old  
and had been associated with the paper  
for over twenty years.

Goes to Canadian Agency from  
South Africa

S. K. Medland, recently in agency  
work at Johannesburg, South Africa,  
has joined the staff of Smith, Denne  
& Moore, Ltd., advertising agents, To-  
ronto.

Agricultural College Services  
Advertised

The Ontario Department of Agriculture, Ontario, Canada, is using full-page space in Canadian farm papers to advertise to farmers the free services offered them by the Ontario Agricultural College at Guelph, Ontario. The copy, which is very long, lists all the common problems of the farmer, and the various types of farm produce, and gives the name of one member of the faculty who is an authority on each, with an invitation to write to him direct. At the close the department suggests that the advertisement be preserved by tacking it to the granary or woodshed door, or filing it in a convenient place. "Then use it as a calendar for yearly advice," it suggests. "Just when you want information the most, you will know exactly whom to write for it." A business-like touch is given by a request to "mention this advertisement when writing."

The advertiser is careful not to suggest that the Canadian farmer is not already regarded as efficient. In fact, the headline reads "Don't expect the Ontario Agricultural College to run your farm better than you can yourself."

New York Defense Council  
Advertiser

The Mayor's Committee on National  
Defense of New York City recently  
covered the city with small posters and  
window cards in a brief advertising  
campaign in connection with the parade  
of the Federalized National Guard. The  
latter were about to depart for camp  
as the first leg of their journey to  
France, and the city authorities were  
anxious that the families of the soldiers  
should have an opportunity to see  
the parade from exceptional points of  
vantage, so the families were provided  
with small tags to wear, entitling them  
to all possible courtesies. The advertising  
of the Mayor's Committee carried  
the following copy:

"Good-bye National Guard! August  
30, 1917, Send-off Day!

"The City of New York honors the  
boys and honors their families.

"Give the soldiers a cheer. Give the  
badge-wearers a smile and the best places  
to see the parade. Show them we are  
proud of them all."

Canada Factories Resume Pre-  
War Activities

Certain sorts of munitions which have  
been made in Canada are no longer  
needed, it is asserted, and the factories  
making them are to turn back to their  
former uses. In other lines, production  
will be continued on a reduced scale  
and in still others the plants will con-  
tinue working day and night turning  
out munitions.

The cause of the reduction of output  
is that the capacity of Great Britain has  
so increased that it is less dependent on  
Canada for munitions than has been  
the case in the past.



## Direct Advertising

Dealer literature depends as much on the planning as it does on the actual producing, but real results depend on a good quality of both.

If you are working for dealer co-operation, let us tell you something about our methods of direct advertising.

**ARROW PRESS**  
INCORPORATED  
*"Salesmanship in Print"*

320 WEST 39<sup>TH</sup> STREET,  
NEW YORK CITY.  
TELEPHONES: GREELEY 329, 330, 331

## WOODWARDS INCORPORATED

Merchandising Counsel  
Advertising



R. L. WHITTON • President  
900 South Michigan Avenue • Chicago

## The Big Facts Are These

89.9 per cent of circulation on R. F. D. routes and in towns under 1,000 population.

53.2 per cent gain in advertising carried for first six months of 1917.

Reaches the best farmers in a wonderfully prosperous territory and covers ALL of Missouri.

THE FARMERS FIRST  
PAPER

**JOURNAL of AGRICULTURE**

FOUNDED 1846

WITH WHICH IS MERGED

**GILMAN'S RURAL WORLD**

FOUNDED 1848

Members { A. B. C.  
A. P. A.

St. Louis



**T**WO complete engraving plants-fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

**THE BECK ENGRAVING COMPANY**  
PHILADELPHIA

NEW YORK

## Roosevelt to Join Staff of Kansas City "Star"

The Kansas City *Star* has announced that on October 1 Theodore Roosevelt will become a member of its staff and will contribute by wire his comments on current events. In making this announcement the *Star* said:

"The *Star* has long felt that a daily newspaper would give him [Mr. Roosevelt] the best possible medium for the expression of opinion on matters on which his views are of prime importance. In this belief Colonel Roosevelt has now come to acquiesce.

"Several courses were open to him, including that offered by an urgent invitation to write for a syndicate of newspapers. But he held that the strategic place of Kansas City in the very heart of the country, and the sharing of common ideals by himself and the *Star*, made this newspaper the appropriate medium with which to ally himself.

"The *Star* would be guilty of false modesty if it did not frankly confess its happiness in the acquisition of Colonel Roosevelt to its organization in the capacity of a regular contributor. The honor of such an acquisition is one of which any newspaper in America or Europe might well feel proud. Moreover, it believes that the connection thus established will arouse the keen interest of the country in general and of Kansas City in particular.

"It will make Kansas City the centre of a momentous discussion of events of transcendent importance—a discussion that will be watched not only by the whole United States, but by all the nations of Europe as well."

## Editor Becomes Advertising Manager

George D. Davis, editor of *Hardware and Metal*, Toronto, for the past five years, has become advertising manager of that publication. For the present he will also continue to act as editor.

His predecessor in the advertising management, James Loriman, has gone with Brandan & Henderson, Ltd., paint manufacturers. His headquarters will be at Montreal, where he will develop a new merchandising department.

## Joins Walter B. Snow

Lawrence G. Dennison, publicity manager for the B. F. Sturtevant Company, Boston, and formerly associated with the *Railway Age Gazette*, has joined the Walter B. Snow and Staff, also of Boston.

## Represent Washington Newspapers

The Washington Newspaper Association, an organization of country weekly newspapers of the State of Washington, has appointed William D. Ward, New York, Eastern representative.

# 140,000 Soldiers

Of the new National Army soon will be training in Georgia. A good many of them already are in Georgia camps.

The great cantonment at Camp Gordon (Atlanta) is ready. This big money-spending addition to Georgia's population will add to the present abounding prosperity. It's time to advertise in

## The Atlanta Journal Daily, Sunday, Semi-Weekly

# The Billboard

covers the entire field in which the actor and professional entertainer lives and breathes and has his being, and dominates every section thereof.

There are other papers that attempt to cover this and that section of it, but The Billboard carries the advertising.

**Weekly  
Circulation 40,000 Copies**

**Member A. B. C.**

## The Billboard Publishing Co.

New York Chicago, Cincinnati  
Broadway & 42nd St. Louis & San Francisco

Whether you manufacture  
thimbles or threshing  
machines

THE  
**CORTE-SCOPE**

IS MORE than a "sales-help"  
for you—it's a selling force.

**IT GETS  
THE ORDERS**

It has proven itself in 40 different  
lines of manufactured goods.

It may fit your work.

Don't you want to Know How?

ASK

**THE CORTE-SCOPE CO.**

1752 East 17th Street  
CLEVELAND, OHIO

**CALENDARS**

MADE BY US  
ARE THE MOST  
ECONOMIC FORM  
OF DIRECT-BY-MAIL  
ADVERTISING.  
WE MAKE CALENDARS  
ESPECIALLY FOR YOUR  
BUSINESS. SEND FOR  
OUR BOOKLET **NOW**

WRITE TO  
HEADQUARTERS FOR  
POSTER-12-SHEET  
AND WEEKLY CALENDARS

**THE STONE PRINTING  
& MFG. COMPANY  
ROANOKE, VIRGINIA**

**Commercial  
Opportunities in Russia  
After the War**

Their Attractiveness to Americans  
Pointed Out by C. J. Medzikovski, of the Russian Embassy  
—Tells of High Regard Which  
New Russian Government Has  
for America.

THE export division of the Advertising Club of New York on Tuesday, Sept. 4, had as a speaker C. J. Medzikovski, Commercial Attache of the Russian Embassy, who delivered an address on the industrial, financial and commercial possibilities of Russia. Among other things the speaker said:

"The time is near when our common enemy will be crushed and when we will take up with happy hearts our joyful task—the building of a new, free Russia. The time to prepare for this great work is now and preparedness is advisable not only for us but also for you American manufacturers, merchants and bankers. After the war, exhausted by the past struggle, we will need the support and assistance of strong and experienced friends, such as you Americans.

"Of course, this assistance will be of mutual benefit, and entry into Russian business will be very attractive. In confirmation I need but to remind you of the impressions brought from Russia recently by some of your leading business men; for instance, Mr. Murphy, vice-president of the Guaranty Trust Company, Mr. McRoberts, vice-president of the National City Bank, Mr. Boynton, president of the American-Russian Chamber of Commerce, and many others. All these gentlemen call your attention to the unlimited possibilities of Russia to America. There are railroads to be built, many kinds of plants and factories to be erected, coal mines and oil fields to be developed, etc. Look into their reports and you will see how tremendous is the field for your initiative, experi-



## EIGHTEEN MILLION PEOPLE

are entertained by moving PICTURES, every day, in the United States. Why? For two reasons—First, because Pictures make a universal appeal and Second, because the exhibitors show a keen discrimination in the selection of the pictures to suit their class of patrons.

The Pictures in advertising matter can be made to have an appeal just as distinctive for any particular class.

### GATCHEL & MANNING PHOTO - ENGRAVERS

Sixth and Chestnut Streets  
PHILADELPHIA

Opposite Old Independence Hall.

## REDUCING PRESSWORK COSTS

On School Text, Circular, Railroad  
Folder, Booklet and Catalog Printing

One of the important advantages in the use of Ticonderoga Papers is that they can be handled in the pressroom with maximum efficiency. They always print well. Your printer does not have to hold his presses, after the job is made ready, waiting for some special ink to be found or prepared that will give a good impression. Our large volume of production enables us to maintain the uniformity of our product, as well as to take advantage of many manufacturing economies.

Ask your printer about Ticonderoga Papers—Ticonderoga Special Magazine (for halftone printing) and Ticonderoga Egg Shell (for type and line cuts). If you haven't samples, write us today for them.

**TICONDEROGA PULP AND PAPER CO.**  
200 FIFTH AVENUE

NEW YORK

**How  
New-Use  
Advertising  
Builds Sales**

Advertising took a long step forward several years ago when manufacturers began to discover that it is often more effective to advertise the use for a product than to advertise the product itself. The idea took hold slowly at first. When Procter & Gamble started to advertise the uses of soap, it created a sensation. It seemed like emphasizing the obvious. Didn't everybody know how to use soap?

Yet this exploitation of uses is one of the most vitalizing ideas in business-building that has ever been discovered. It is now indisputably recognized as one of the soundest of advertising principles. Those concerns that are at present laying their plans for either immediate or after-the-war expansion can do no better than to consider the sales-creating power of this principle.

—Printers' Ink, Aug. 23, 1917.

## You're Right, Mr. Romer!

You're right again, when you say, in this same editorial: "*The discovery of an important new use for a product has often re-charged an easy-going old business with boundless energy.*" . . . "*It stirs the imagination to think of the potentialities of the undiscovered uses of existing products.*" . . . "*Often, some of the best uses are not found for years after the product is brought out.*" . . . "*Generally, the consumers of an article know of more ways of using it than its manufacturer does.*"

In 1911—thirty-two years after the first cake of Ivory Soap was used—I conceived the idea that what was needed to make the advertising of that product truly effective, was *knowledge of how to use it*. The housekeepers of the country knew, and from them a world of information was secured.

Since then, other advertisers, as also advertising agents, have employed me to do similar work. The results have opened their eyes. In some cases, they have led to a complete change in advertising policy; in others, to a change in mediums. In every instance, the advertiser has had in his possession, when the work was completed, a veritable storehouse of information—enough

to enable him to keep his advertising fresh and vigorous indefinitely.

A collateral line of enquiry, which for some advertisers is more important than that of discovering new uses for their product, is that of getting together information relating to the habits of buyers—their prejudices, practices, and peculiarities. Most manufacturers need enlightenment on those points. Because they do not have it, their advertising is about 33½ per cent. effective.

I shall be glad to hear from readers of PRINTERS' INK who can make use of my services along either of these lines. I do not know of a business which will not be benefited as a result of the information that will be brought to the surface by work of the sort I do. That is particularly true of manufacturers of automobiles, tires and food products; publishers; public service companies and banking institutions.

What the cost will be, how much time will be required and what form my enquiries will take, are questions which cannot be answered until I know what the advertiser needs.

J. M. CAMPBELL,  
171 Madison Avenue,  
Phone: Murray Hill, 4394. New York City.

ence and fruitful work in Russia after the war.

"As I have already said, every loyal Russian citizen is anxiously following every event in the life of our bleeding country and in any specific work he is doing is confronted by the ever-present thought: 'What is happening now in Russia?' Therefore, I cannot be silent about that which is in the minds and on the lips of millions of Russians—I mean the recognition of our Provisional Government by your great President through Ambassador Francis and the sending of the extraordinary mission to Russia.

"Of course, there is nothing new under the sun and nothing is new in the history of peoples. Free, independent America has been created through almost the same circumstances. In particular you will recall the fact that when at the darkest hour of your struggle, in 1862, while all the world looked on with mistrust at your efforts, the Russian fleet in full readiness appeared in American waters. You did not need help, you were strong enough, but this act of Russia endorsing your right cause compelled the world to bow to free America.

"The arrival of the extraordinary mission in Russia formed a striking analogy. The first official endorsement of our right cause by the splendid speech of your prominent statesman, Senator Root, which speech will never be forgotten by grateful Russia, strengthened the forces of our leaders and pushed forward our national hero, Kerensky. All the world recognizes this gallant act of the American nation, and with this moral stimulus, than which there is no greater support, we will forge ahead, fight the enemies within and without our borders to the very end, and then, with your assistance, rebuild, economically, a new, free Russia for the happiness of all her people."

A. J. Sack, staff correspondent for the official publications of the Russian Ministry of Finance, and the Petrograd Telegraph Agency,

who was present as a guest of the club, in a brief but forcible speech, took the American newspapers to task for their failure to print the real news about Russia and her people. He could not understand, he said, why a leading daily had given prominence to a meeting of thieves and had not published a word about a great railroad congress that was held at about the same time in Petrograd. How could the American people, he asked, get a correct view of the Russians from reports of unimportant events that only appeal to lovers of the sensational? Mr. Sack said that it would be a comparatively easy matter should he pursue a like policy in his despatches to the Russian newspapers, to give the people of that country an erroneous idea concerning the United States and Americans. Such a course would be unfair and unjust. What he aimed to do was to ignore unimportant news and chronicle only those events that are of international importance and reflect the spirit and achievements of the nation.

"My country, Russia, is beautiful, but she is weak and sick," he continued, "but you should know that in spite of all the disturbing and conflicting reports that are being printed in your newspapers, the best people of Russia are earnestly co-operating to save the country, and they will save it. Out of the revolution will come a new Russia which will in time take its place among the great democracies of the age."

#### Leaves Editorial Department for Agency

Lewis B. Ely, for five years leading editorial writer of the *St. Louis Republic*, and before associate editor of the *Post-Dispatch*, has joined the publicity department of the D'Arcy Advertising Company, of that city.

#### Joins Emerson Efficiency Institute

John J. Pudles, who has been associated with newspapers in New York and Newark, N. J., has joined the staff of the Emerson Efficiency Institute, of New York.

## Training Methods for Advertising Solicitors

(Continued from page 10)

attempted to do much with small accounts. On a paper like *Leslie's* small accounts take care of themselves pretty much, as most of them are keyed, and their making good brings renewals automatically. We don't even solicit business of classified advertising, except for an occasional letter; yet we are able to carry one of the largest volumes of classified advertising among national periodicals. We have needed big men for the big accounts, and we have never sent a small man after a big account.

"We have developed two men from inside office work in the advertising department to outside selling, by working them over into it gradually. In their cases they have been familiar with the whole run of the advertising department for several years. They needed no particular education in advertising knowledge, but simply a development of selling punch. Much of this they have had opportunity to develop in their office relations with advertisers and agents, and in contact with the advertising salesmen in general office association and in our conferences.

"We take our own medicine on advertising, paving the way as much as possible by advertising to the advertiser and agent, along the ordinary lines of merchandising."

One of the largest of the trade-paper publishing companies, issuing ten or more periodicals, gave me some information, but preferred to remain incognito. The manager of this company observed that there was a great need for a constructive article of this sort.

"Probably we need it here as much as anyone," he said. "We either hire men who have had experience in our line, or endeavor to promote men who are in the organization, and usually men who are in the service department.

But as for giving them any systematized and specific training, the answer is no, and therein, no doubt, we err.

"Our papers cover specific fields, specialized, so that it is almost always necessary to have a man who knows something of the field itself. This is not true of general magazines, which solicit business from all sorts and kinds of trades; but we feel that in our work a solicitor must be able to talk the man's business very intelligently, and to that end must be, whenever possible, an engineer in the particular line to which the paper caters.

"We have sometimes trained men for a few months in the service department on the general subject of advertising, and this system has been so successful that I wonder we do not always do it."

### THE TEST OF MEN IN CONDE NAST'S ORGANIZATION

Conde Nast, publisher of *Vanity Fair*, says that the chief emphasis is to be placed on the selection of men. This is the backbone of the advertising department of his organization.

"I know that many successful publishers have found schools and training systems of great value," he says, "but it has always seemed to me that such a policy tends to hamper the greatest asset of a solicitor—individuality. Seldom does a cut-and-dried solicitation 'get across.' The successful salesman must at all times be able to grasp a situation and adapt his selling talk to it."

"It is because I consider this individuality on the part of our representative of first importance that I attach the greatest weight to the selection of men. I want self-starters with an ability to travel under their own motive power. Each man must be keenly alive, full of ideas, analytical, and able to project himself heartily into the business problems of an advertiser. I want to feel not alone that they learn from my experience, but that I can profit by their judgment and initiative. I want this organization to be a give-and-take partnership, in

# Shall We Replace the Advertising Manager in the Smaller Business Organization With a Mail Salesman?

The Solution to an Important Problem That Faces Employers

By S. H. Edwards

We are living in a new age. Things are happening today that no one ever dreamed could happen. Business methods are changing over night to meet the new economical conditions. We are discarding old ideas, old policies, old business tools, and replacing them with new ideas, new policies and new business tools.

Ask any wide-awake executive and he will tell you that one of the biggest, if not the biggest, problem we are facing today is, that of how to cut down the increasing high cost of selling.

We are selling goods but at too great a cost. With more intensive methods we could make two sales where we now make but one—at the same cost, just as, with intensive methods our manufacturing efficiency has enabled us to double production at the old cost.

Consequently, a new profession has arisen to accomplish this. The profession is that of Mail Salesmanship. It combines the proper use of the two greatest factors of modern business, salesmanship and the U. S. mail.

What is a Mail Salesman?

Give him a corner in your office, a \$12 a week stenographer, some stationery, a supply of postage stamps and he will—if he is a real Mail Salesman—make in direct profits in thirty days or less, double or more what he costs you. Whether it be \$1,500 or \$15,000 a year, he can prove by results that he has earned it.

He is a salesman—a producer of profits—a man whose job is to cut down your high costs of selling by making two sales where you now make but one.

What is more, he will show you actual *direct results* for every dollar he spends. Why go on? To tell you all that he could do for you would fill every page of PRINTERS' INK.

You ask why he can do all this? Because he is trained in the use of a definite system which accomplishes these very results. A system used and endorsed by nearly 2,000 progressive corporations. A system which has secured the most remarkable results though never used to more than 50% of its efficiency by any of its users.

To come back to the question "Shall we replace the Advertising Manager in the smaller business organization with a Mail Salesman?" Yes, unless the Ad-

vertising Manager is also a Mail Salesman.

Why?

Let's take the Advertising Manager's own viewpoint first: there is a better salary, *more independence* and a greater future in producing direct profit as a Mail Salesman—in being a valuable asset to the *selling end* of the business—than in merely acting as Advertising Manager and taking his orders from the sales-producing factors of the business whose efforts naturally help pay his salary.

As a Mail Salesman you pay your own salary from the profits of the tangible results of your own direct efforts. Therefore, the truly ambitious Advertising Manager will not be content with being just that and nothing more.

From the employer's standpoint—you are not, as an Advertising Manager, merely part of an investment in advertising contracts made in the desire to develop better business—but as a Mail Salesman you are a direct factor in the upbuilding of sales, capable of showing results equal to, or far in excess of, any outside salesman in the organization.

The demand for Mail Salesmen far exceeds the supply. Business organizations are just beginning to realize what these men can do for them.

If you, as an employer, want a Mail Salesman, write us. There are none now available but we will try to fill the demand as soon as possible.

If you, as an employee, want to become a Mail Salesman write us. We make no charge for the training. If you are able, sincere and "belong" we will train you.

What the usual correspondence training sells, we give away. What we sell is a tool you cannot obtain elsewhere. Where their training stops, we begin. Where they cease to be interested in you, we start to be very much interested in you.

Write for our complimentary booklet "Mail Salesmanship." If you feel that you are a Mail Salesman now ask, for Test Blank and either prove you are—or are not.

It will pay you to learn more of this new profession and the remarkable new service we render to employer or employee.

**TRAINING DEPARTMENT**  
**MAKING LETTERS PAY SYSTEM**  
**220 West 42nd Street,**  
**New York City.**

(Advertisement)

# •*The First in America*

WITH the modesty of youth Woman's Weekly makes its bow. With the enthusiasm of adolescence, we dare to disclose our ambition, to state the purpose that inspires this venture in the already well-filled field of magazine literature.

Never before in this country has a serious attempt been made to establish a high-class weekly magazine of national scope devoted exclusively to matters of interest to women. There are monthly publications of this description in large number and of great success. Upon the high standard of excellence fixed by the best of these, it would indeed be difficult to improve. But there are obvious limitations imposed by the long intervals between the issues of a monthly magazine. Timely treatment of newly arising topics is impossible. There is also the handicap of unsustained interest on the part of the reader. From one month to the next is too long a period to retain the plot of a story, interest in an argument, or to wait for the details of a news event.

So great are the advantages of weekly issue among magazines of general appeal, that for several years the largest circulations in this country and the most profitable advertising patronage have been enjoyed by weekly periodicals. There may have been a time when timely information on all topics, including alert discussion of current events, was of no importance to the women of America, but surely that time has passed. Without in any way lessening their devotion to home, they are all taking a keen interest in the political, social and economic questions which were never before so vital to the general welfare or so much influenced by popular opinion.

This interest WOMAN'S WEEKLY will endeavor to serve, at the same time giving attention to those matters of home duty which must always remain first in importance to the average woman. We desire good will, encouragement, and assistance from those who deem our purpose worthy.

## Woman's Weekly

Published Every Saturday at 333 S. Dearborn St., Chicago, by  
The Magazine Circulation Co., Inc.

Winslow G. Smith, Pres. and Treas.; H. A. Murchison, Vice-Pres.

SUBSCRIPTION:—By subscription, \$3.00 a year, postage free, in the United States, Alaska, Cuba, Porto Rico, Mexico and the Hawaiian and Philippine Islands. Single copies 10c each.

Copyright, 1917, by Magazine Circulation Co., Inc.

which the older members share their experience with new men, but remain open-minded to suggestions and ideas from the youngest.

"Other things being equal, university and college men are given preference in applications for employment, because of their broader training, greater adaptability, and knack of meeting men and conditions. This is far from being a hard and fast rule, however, as men holding some of the most important positions in this organization are not college graduates. Importance is attached to an ability in composition, because I have found that a man who writes easily and well usually thinks clearly and constructively.

"After I have selected a man for one of our magazines, his education becomes a matter less of training than of absorption. He is grounded first in the purpose and field of the publication, by going over the library and records of his magazine, by discussion with the other solicitors, and by correlating his own ideas to the facts thus brought out.

"With only such training, then, I have found men equipped for efficient work—provided always I have been right in making my selections. A man must have a working knowledge of his publication, and some of its applications to successful merchandising, but with individuality and resourcefulness, unhampered by a set training system, he is free to apply his ability in the soundest way to any business problems."

#### MANY-SIDED INSTRUCTION OF "DRY GOODS ECONOMIST"

At the *Dry Goods Economist* office they speak of salesmen instead of solicitors. A. C. Pearson, manager, put the training formula in this way:

"Obtain men who have had retail drygoods store experience, or send them out for a year or more into stores to get that experience.

"Travel them on the road for subscriptions, so they will get in intimate touch with the stores and realize how much the *Economist* is valued and just how it is used.

## "Oh, that's just another circular letter"

Is that what the busy executive said when he received your process letter—and tossed it in the waste basket without reading it?

We want to do your form letter work. Our letters are all genuine typewritten letters, equal in efficiency to personally dictated letters. But they only cost about half as much.

May we talk to you about it, anyway?

### Direct Advertising Service OF THE West Side Printing and Supply Co.

9 Murray Street  
New York City

*We Co-operate with Agencies*

## Dropping the Question?

Price, quality and service, because we can answer it to your entire satisfaction. Consider our latest creation in slide advertising, which, through its originality and uniqueness, is being adopted by advertisers whose wisdom in the selection of mediums is justly enviable.

Our latest creation has been tested, and through the hearty endorsement given it by enterprising dealers, and the demonstration of its efficiency, resold itself to one of the nation's largest advertisers.

Write us for samples and full particulars.

**BURDEN & SALISBURY CO., INC.**  
**PERFECT SLIDES**

259 Monroe Avenue,  
Rochester, N.Y.



## We are looking for a man-

A NEW YORK AGENCY desires a representative who can secure accounts. They need not be large, but susceptible to development. We offer an opportunity—not a "job." The man whom makes good can obtain an interest in the business. A agency is quite small. Possesses a splendid reputation. Growing and wants to grow faster. Somewhere we hope to find an ambitious man with vision, who seeks and is able to recognize his future. He may be selling agency service now, or perhaps he is an advertising manager who wishes to enter a broader field. As for remuneration—it can be as large as the successful applicant cares to make it. If you happen to be the man, send complete details, which we shall consider confidential. Those lacking experience as well as confirmed job-hunters need not apply. Address "T. C." Box 341, care PRINTERS' INK, N. Y. City.

"If they are young men we insist that they take a course in Advertising and Salesmanship in the Economist Training School, which is conducted primarily to train advertising managers and salesmanship instructors for department stores.

"They are put out on the smaller lines of advertising so they may get a thorough knowledge before approaching more important possibilities.

"They are instructed by the managing editor on what the *Economist* means to its subscribers; by the circulation manager on the inquiries and acknowledgments of help from subscribers; by the advertising manager on what service we expect to render an advertiser; by the service department manager on just what sort of co-operation we can give an advertiser in planning out an advertising campaign.

"After going through this they are ready for the actual experience which is the supreme instructor. Most of our plans for advertisers are worked out in conference, so that we do not allow any salesman to make his judgment the only test of what an advertiser should have."

*(To be continued)*

### Big Campaign for Macbeth Lens

The Macbeth-Evans Glass Company, Pittsburgh, plans to invest \$50,000 before the first of January in advertising the Macbeth lens for automobiles. The campaign will be concentrated in two national weeklies and some trade papers. H. H. Parker, sales manager of the company's motor-lens division, tells PRINTERS' INK that this is in the nature of a preliminary campaign to determine what shall be done next year.

The new lens is a development of over four years. It was patented in December, 1914, but the first advertising didn't appear until last month. Some preliminary dealer work had been done, however, before that time.

### Secures Control of McLean Estate

Edward B. McLean, son of the late John R. McLean, has obtained full control of the John R. McLean estate, including the Washington Post and the Cincinnati Enquirer by the terms of a court ruling in the will case.

For 46 years the "Bible" of the World's paper trade.  
Circulation greater than all its competitors combined.

**PAPER TRADE JOURNAL**

Established 1886  
Recognized by the leading papers of the  
Established U. S. Chamber of Commerce  
as the leading Tobacco trade.

**TOBACCO**

The Paper Trade Journal  
reaches every paper  
mill in the  
world

Membership in  
A. B. C.  
applied for

# LEADERS In Their Fields

**Lockwood  
Trade Journal Co., Inc.**

10 East 39th St., New York City

For 40 years the "Sister and Leader", and is today  
the leading paper and publishing industry.

**Lockwood's  
DIRECTORY**

For 40 years the "Sister and Leader", and is today  
the leading paper and publishing industry.

**American Stationer  
and Office-Outline**

For 40 years the "Sister and Leader", and is today  
the leading paper and publishing industry.

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

*Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, SEPTEMBER 6, 1917

**When Lessened Demand May Lead to Larger Sales** It is a paradox of business that frequently seeming ill-fortune is a company's salvation.

Many instances have been recorded in PRINTERS' INK of concerns which have been forced in sheer desperation to find new channels for their goods, to seek markets for supposedly useless by-products, to cultivate the field more intensively—in order to save the business from disaster. When necessity arose, the way out of the difficulty was found, and frequently it proved to be a more prosperous way than the former.

The problem facing Pratt & Lambert is a case in point. Building operations have fallen off in volume to such an extent that the market for varnishes is very considerably affected. One way out would have been to cut down the

sales force and wait for the tide to turn. But Pratt & Lambert chose differently. They pointed out to the salesmen that even with smaller volume the value of sale may exceed that of past years because prices are higher. And then they go further. They showed their men that there is a new market to be cultivated—army cantonments, shipyards, hospitals; there is a trade-marked substitute for shellac that may very well be introduced, now that shellac is up in price; there are billions of dollars to go in wages and salaries into homes that were never so prosperous before and that will be repapered, painted and varnished. There is a vast market awaiting the company's auto cleanser. Moreover, dealers may well put in a stock of varnish now—at once—for army movements are going to congest the railways, and freight cars are going to be scarcer than ever.

Then the company did one more thing. It increased its advertising. The very thing it ought *not* to do, of course, when it faced lessened demand! What will the advertising slackers say of such a rash course of action?

But, perhaps, the slackers are not wise in their generation. It is just possible that Pratt & Lambert will increase their business this year, in spite of a supposedly weak market.

**Parcel Post** The confession of the Postmaster General, reported in another column of PRINTERS' INK, that the Parcel Post service of the department thus far has been but poorly patronized, does not surprise business men who have studied distribution.

Though it was freely predicted at the time of the passage of the bill that Parcel Post would revolutionize the existing machinery of trade, experienced manufacturers knew that the mere opening of a new channel of distribution does not mean anything. Something besides the channel is necessary. The disposition of

producers to send their goods through the channel will accomplish little. There must first be compelling demand at the other end of the newly established trade route. Distribution is an intricate problem and it takes more than the passing of laws to solve it.

More than one moral could be drawn from the failure of the buying public to show any enthusiasm about Parcel Post service. Above everything else, however, the Government's experience shows how solidly entrenched is the retailer system of distribution. This system is based on sound economic principles, and cannot easily be destroyed. For all the general purposes of trade, it is the best that has so far been devised. After all, the most essential fact about distribution is placing the product, where it is accessible to the buyer. This the retail store does. Other things being nearly equal, people will purchase where it is most convenient. In this, as in all other activities, people naturally follow the law of least resistance. The service which the dealer offers, wins him the business of the majority of consumers.

To have this fact so clearly pointed out, as is done inferentially, by the report of the Post Office Department head, should offer great encouragement to the retailer and to the manufacturer who depends upon the retailer. It unmistakably indicates the fine opportunity that lies before the merchant. Let him improve his advantages, and he need not fear the opposition of mistaken reformers, who believe that the middleman is at the root of all our economic ills.

**Advertising** While the fashion cables from Paris bring the news that skirts are to be shorter and narrower, and there continues intermittently the agitation to have men adopt knickerbockers as a war economy, advertisers in the various branches of the ready-to-

wear garment trade are confronted with the necessity of persuading the public to accept not merely style simplification, but style continuation as well. "Style continuation" which, as may be surmised, means the prolongation of the modes of 1917, is being insistently demanded by great numbers of retail merchants and thereby hangs one of the interesting tales of the war period.

It will be recalled that a short time since, the Commercial Economy Board of the Council of National Defense, backed by the Chamber of Commerce of the United States and other business forces inaugurated an effort to induce all manufacturers whose lines embrace annual models or seasonal fashion changes to reduce and simplify the styles for 1918. It was argued that an excess variety of styles forms one of the costliest of non-essential services and that many commercial concerns could well afford to curtail their range of style 25 to 50 per cent without risking loss of trade.

Shoe manufacturers, hat makers, and manufacturers of all classes of garments for men and women had no sooner, however, adopted this formula for concentration of advertising and selling effort on a limited number of styles than they began to be confronted with demands from distributors that they not only focus upon a few representative cuts, fashions or models, but that they select for this intensive effort styles identically or practically the same as have been in vogue since the entry of the United States into the war. How much in earnest are the retailing interests may be surmised from the fact that there was recently held at Chicago a meeting of the directors of the National Retail Clothiers' Association at which there was passed without a dissenting vote a resolution notifying manufacturers "that the directors of this association are determined that there must be no radical style changes for 1918 that will conflict with the present sensible and becoming styles for men."

Several reasons are given by retailers of men's wearing apparel and furnishing and outfitting specialties for their solicitude that there shall be, for some time to come, no radical changes in styles. The withdrawal from the market of upward of two million young men who by reason of having donned uniforms will have no use for the staples and specialties of civilian attire is one argument. An even more potent one, in its pull upon the retailer is found in the circumstance that during the past two buying seasons the average clothier, furnisher, hatter, etc., has "loaded up" heavily and unless manufacturers, by marking time, give him an opportunity to unload gradually disaster will ensue.

It has been suggested that the best of advertising ammunition for use in proclaiming style continuation is found in the fact, all too well recognized in trade circles, that the carried-over merchandise, far from depreciating with the lapse of time is actually of better quality than is obtainable in new goods under the existing conditions of the raw material market. Manufacturers who desire to keep an advertised line prominently before the public will, supposedly, be willing enough to fall in with the ideas of merchants for style continuation, because it is to these manufacturers really a blessing in disguise that the retailers over-ordered from the time when they began to fear for future deliveries. The accumulated surplus on the shelves of the retailers will relieve by that much the pressure of demand upon the manufacturers at a time when transportation conditions and the labor situation are acute.

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***Keeping the  
World Safe  
for the Buyer***

Unthinkingly, perhaps, the automobile manufacturer who recently complained that too many prospects knew more about the car they were buying than the salesman selling them paid advertising an unconscious compliment. Thanks to advertising, the time is

fast passing when a clever salesman can unload a "white elephant" on a trusting and ill-informed buyer. That there are still a good many "white elephants" being unloaded in automobile salesrooms cannot be denied, but the fact remains that on the whole the magazine-reading buyer knows pretty nearly what he wants, and why he wants it, before a dealer even knows he is a prospect.

Take the man who is going to build. It wasn't so very long ago that the builder was at the mercy of an architect or contractor. If the architect knew his business, and the contractor was honest, all was well and the goose hung high. But the goose, unfortunately for Mr. Home Builder, did not always hang high. Extensive and persistent advertising of building materials within the past few years has changed all this. The white pine manufacturers have dinned into the ears of an interested public the outstanding virtues of white pine. Thousands of dollars have been spent that those who build might know that "Cypress is the wood eternal." Makers of various bricks have all had their say, and one by one they have impressed on a slow-to-understand public the dominant characteristics of their particular kind of bricks. The constant pound, pound, pound of these talks has eventually fastened the vital virtues of each in the builder's mind, so that he becomes capable of passing intelligent judgment on his architect's and contractor's suggestions and work.

And so all down the line. In food products, toilet preparations, clothes, you will find that advertising has taught its lesson, and that buyers are able to buy what they want, and not what somebody else wants to sell them. In this one public service alone advertising more than justifies its existence from a standpoint of economics. Who can say how many hundreds of dollars are saved annually in every family as a result of advertising education? Yet some people insist that advertising adds to the cost of living!

## RURAL and URBAN

*From the BOSTON NEWS BUREAU*

*August 21, 1917*

**PITHY PERSONALITIES.**

**AN INSIDE VIEW OF WALL STREET**

N. Y.—“Peace or war values have a rock foundation. Nature has favored the country with another agricultural windfall worth billions, and the farms are the very main-springs of its wealth.”

**WOMAN'S WORLD**  
*has more Rural circulation than the largest farm paper published—and renewals are running over 55 per cent.*

*Are you shutting your eyes to the superior buying power of the country family?*



# AMERICAN MOTORIST

LARGEST CIRCULATION  
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. \$5.00 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.  
Member Audit Bureau of Circulations

## BOOKLETS

That you can feel a just pride in circulating

SERVICE that is a reality  
Want a chance to prove it?

CHARLES FRANCIS  
PRESS  
461 Eighth Ave., New York

## CATALOGS

### Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

### GUMMED LABELS

FOR Your Parcel Post  
and Express Shipments

Ensure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

**McCOURT GUMMED LABELS IN PERFORATED ROLLS**  
Are printed for addressing on your typewriter. Gummmed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummmed labels of gummmed label specialists.

Send for full particulars and catalogue

**McCOURT LABEL CABINET CO.**

H. H. BLACK, Pres.

53 Bennett St.,

Bradford, Pa.

### Trenton Potteries Enforcing Strict Rules on Returned Goods

Points Out That Lack of Help in Shipping Department Makes It Necessary to Insist on Prescribed Routine—Confusion if Rules Are Not Followed—Representatives Must Supply Labels

MANY advertisers, whose organizations may be depleted because of enlistments, will applaud the demonstration of "backbone" made by the Trenton, N. J., Potteries Co. regarding returned goods.

In the August number of its house-organ, "Sanitary Pottery," the company says:

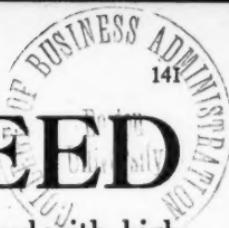
"We are constrained at this time to issue further warning on the subject of returned goods, following up our editorial on the same question in our July issue.

"'Returned goods' is being given the close attention of merchants in every walk of life. The need of economy and the elimination of waste is being brought to the attention of all of us by the authorities of Washington and our municipalities. Merchants' associations are promulgating rules governing the return of materials purchased so that the enormous expense of their handling may be reduced to the minimum. While such rules have been in force for several years a degree of laxity has existed as to their enforcement. Conditions exist to-day, however, which make it imperative that our regulations regarding returned ware be observed to the minutest detail, and we must warn the trade that in the future they will be held to strict accountability on this score.

"No goods may be returned to the factory without permission first being received from the Trenton Potteries Company.

"Absolutely no credit will be extended for goods returned without such permission being granted.

"In every factory in the country dealing in commercial mer-



chandise a great scarcity of labor exists to-day. This condition, of course, is due to the preparations the United States is making for the great war. We cannot take the blame upon ourselves that our shipping departments are working short-handed. Every item of returned ware, not properly marked as such with the credentials of the Trenton Potteries Company representative who has authorized the return, only serves to intensify the confusion and upset the already inadequate force which is doing its best to handle outgoing material. With every piece of returned ware, the shipping and receiving rooms become more clogged with miscellaneous goods. You can appreciate what a great handicap it is to those who are faithfully trying to meet your requirements.

"Every one of the Trenton Potteries Company representatives is provided with the necessary labels and forms so that returned goods can be expeditiously handled. Let them inspect the ware you wish to return if it does not fulfill your expectations. Please remember that necessity compels the insistence of strict observation of these rules."

### Plan to Lease Chalmers' Plant to Maxwell

A special meeting of stockholders of the Chalmers Motor Corporation is called for September 10 to approve the leasing of the plant and assets of the company to the Maxwell Motor Company, Inc., for a term of five years.

It is understood that the Maxwell company needs added factory space to take care of anticipated government orders for trucks. Chalmers cars will continue to be manufactured, but the management will be entirely in the hands of the Maxwell company. It is probable that the Maxwell and Chalmers will be linked together in future sales by being confined to dealers who will take the two lines together.

### Pittsburgh "Post" Seventy-five Years Old

On September 10 the Pittsburgh Post will celebrate the seventy-fifth anniversary of its publication under the present title. Through a direct line of predecessors under other names the Post dates back to 1804.

# SPEED

Unusual speed with high quality unimpaired—our reliable service keeps our customers satisfied. Just one example:—

Two o'clock Thursday the form for a sixty inch newspaper ad came into our shops. The next day six hundred stereotypes and mats were in the mail.

And we are prepared to serve you equally well.

### Michigan Electrotyping and Stereotyping Co.

Detroit - - - - - Michigan

# VENUS

## 10¢ PENCIL



**GONE STALE?**  
Can't think of a new line of attack for the copy?

Take a 5B or 4B VENUS and start writing—the lead is so smooth and easy-writing that ideas—good ones—are bound to come! 17 VENUS black degrees from 6B softest to 9H hardest and hard and medium copy-ing. For executives, copy-writers, artists, salesmen, stenographers, accountants, etc.

*Write for box of test samples—  
FREE!*

**American  
Lead Pencil Co.**  
205 Fifth Avenue, N. Y.

## The Little Schoolmaster's Classroom

FOR a maker of automobile accessories to advertise direct to the consumer even when his product is bought only by the manufacturer of the car, is now a familiar idea—so familiar that we do not always take the trouble to think what a remarkable demonstration of the power of consumer good will it is. It is quite customary for makers of such accessories to include in their advertising a list of the cars which are equipped with them, thus cashing in on the prestige of their well-known, well-advertised names. As time passes, the names of the accessories themselves become equally well known, and we find the advertiser of an automobile beginning to include the names of well advertised accessories in his copy. The Schoolmaster noted the other day the advertising of the Darling Motor Company, of Dayton, which is putting on the market the Darling Six. In a conspicuous spot in the advertisement, and published without a word of comment, was this list:

Continental	Timken
Houk Wheels	Bijur
Stromberg	Atwater-Kent
Grant-Lees	S. K. F.
Hotchkiss	Willard

The Schoolmaster will have to confess that he didn't know what all of these terms meant, but those which were familiar carried enough of a halo so that even the others looked impressive. It is, of course, just another example of getting all possible value out of laboriously-built prestige.

\* \* \*

After all, advertising, in large part, is merely making people feel friendly toward your product and your organization; and that is why the shrewd advertising man should never overlook an opportunity to create incidental good will as a sort of by-product, when he can. Sometimes a casual friendly note in an ad-

vertisement otherwise directed straight toward business, will produce a surprisingly strong reaction of cordial appreciation.

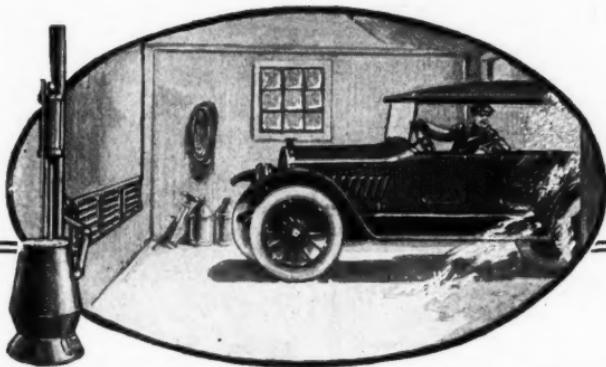
The other day the Schoolmaster came across an advertisement of Velvet Tobacco in which the famous trade character, Velvet Joe, is represented as saying: "Don't fuss with hubby about droppin' ashes on the carpet.

"Them ashes keep the moths out an' the hubby in."

How many husbands do you suppose cut that out of the paper and laid it beside the breakfast plate of a wife who, while the best little woman in the world, *has*, now and again, complained about "them ashes"? And how many more read the advertisement and chuckled over the human touch given it by a copywriter who had evidently "been there"? Such missionary work on behalf of good will may never bring any traceable returns; probably not one man in two hundred thousand would take the trouble to express to the tobacco company his appreciation of such copy, but there can be no doubt that its influence is not only real but lasting.

\* \* \*

A business writer who had been successful in selling articles on better retail salesmanship to various publications as well as to a number of progressive department and dry-goods stores suddenly had a brilliant money-making idea. "Here," said he to himself, "are some fifty stores in different parts of the country running store papers for the purpose of inspiring and training their sales people. They have trouble in getting good material. The editors of these little magazines probably have little money to work with and can't afford to pay high prices for articles by outsiders, but suppose I syndicate my material and let one paper in each town have it for a few dollars a month. With a



## A Quick Start—Zero Weather with WASCO in Your Garage

To business early—to the theatre on time—no more depreciation of winter-stored cars—no more costly freeze-ups. You cannot afford to let winter catch you before you install a



### One-Car System Complete, Only \$65

All-cast-iron, coal-burning, hot-water heater with positive automatic temperature regulator, pipes and connections cut to fit, and handsome wall radiator. Any handy man can set up the WASCO.

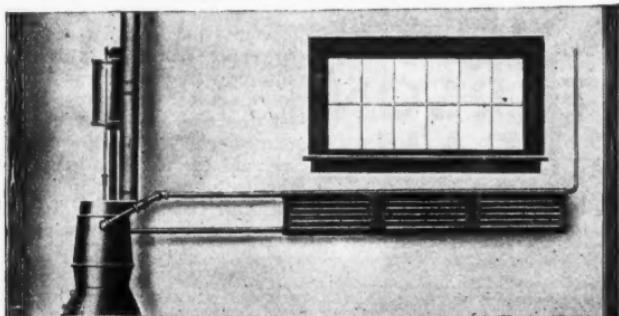
#### Write Today for Big Illustrated Catalog

Gives the experience of users in all parts of the country. Gives descriptions and pictures of the one-to-ten-car system for private garages.

*We will much appreciate the name and address of your dealer*

**W. A. SCHLEIT MFG. CO., Inc., 32 Eastwood Sta., Syracuse, N.Y.**

Some territory open for live distributors. Write for Proposition and "Helps"



A 2-Car WASCO System (with 2 radiators), \$84. This heater and one radiator make a 1-Car WASCO System, \$65.

**OIGA!**

THE BEERS ADV. AGENCY  
of Havana & New York, begs  
to announce that their Mr. L.  
MacLean Beers is now in New  
York and will be glad to con-  
fer with those interested in  
CUBA, or the great Latin-  
American field.

New York Office: 401 FLATIRON BLDG. Gram. 563

**Export Trade Counsel**

L. de LEOPOLD  
International Commerce  
Association  
47 W. 34th STREET, NEW YORK

**Back Copies of Printers' Ink**

Binders will help keep your files complete.  
Single binders 65c. each, parcel post charges  
paid; 55c. each, in quantities, plus postage.

PRINTERS' INK PUBLISHING CO.,  
185 Madison Ave. New York



**PETERSON  
& DEAN**  
GRAND RAPIDS  
MICHIGAN  
ADVERTISING AGENTS

*It is easy to spend the appropriate  
amount, but to invest it with profit to  
the advertiser requires merchandis-  
ing judgment.*

score of papers taking the service I can afford to give all of them good matter at a nominal price."

Theoretically, the plan "looked good." The father of the idea procured a list of the store papers that were supposed to be issued regularly and put the matter before these merchants, offering at the same time to send a full book of the kind of articles proposed. Just one merchant out of the fifty was willing to subscribe for the service. One more was interested enough to ask for the free copy of the book offered, but didn't acknowledge receipt of that when it was forwarded. Four others wrote that they were not interested. The other forty-four paid no attention to the offer, though all the letters were typewritten individually. One of the four firms that declined to consider the service explained that it had been found desirable to let the store paper consist entirely of "Personals," meaning items such as "Elizabeth Kane, of Notions, is back from her vacation looking as if she had the time she said she was going to have," "Mayme Frazier, of Gloves, is wearing a sparkler. Gracious, girls, whose turn is it next?" And so on. When this firm was asked what conditions had led it to believe that it was best to have no educational features in the magazine, there was no reply.

\* \* \*

The death rate among these little store papers was discovered to be an alarming one. Such publications have a real mission, but it seems that in most cases after the paper has been running six months or a year, ideas and articles do not come easily. Doubtless, too, the general type of merchant begins to wonder after he has paid for six months' printing, whether or not the plan is a good one, and receiving no direct evidence, decides to discontinue publication. Much can be accomplished by such papers in the way of improving retail selling methods, and it is a field of work in which manufacturers can give valuable help, especially in the

way of articles that deal with the making of merchandise and the best way of demonstrating and selling them.

\* \* \*

From time to time some advertiser bases a campaign on a humorous—or supposedly humorous—denial that his product has any merit whatever. Quite a campaign was made to put over the "Rotten" cigar, not long ago. A theater in New York once secured packed houses by advertising which showed the interior of the theater, the play in progress, and the crowds leaving hastily in the middle of the act. An almost similar idea was used, for a different reason, when a well-known cleansing material was marketed with the purely negative slogan, "Won't wash clothes."

The advertiser who uses this method is playing with dynamite, of course. Everyone knows how the dramatic critics like to turn the title of a play into a phrase descriptive of the offering's badness and the same characteristic is found in humanity generally. If you discount criticism by applying opprobrious epithets to your product, you are apt to find the public trying to go you one better in abusing it, and your last state is much worse than your first. All of which is called to mind by an advertisement which came to the Schoolmaster's attention the other day, designed to

## Animated Trailer Films

solve the problem of high-class motion picture advertising at a reasonable cost.

**Write for booklet explaining  
this new Dealer's Help.**

**Manhattan Slide & Film Co., Inc.**

*"Trailers that Lead"*  
118 East 28th St. New York City

**EDEXCO MAP PINS**  
*Color Will Not Peel or Scratch Off*  
Solid glass heads. Steel points. Stay where you put them. 2 sizes—10 colors.  
Color runs all the way through.

**Maps For Sales Plans**  
Entire U. S. or separate states. Convenient sizes.

**Plotting Papers for Charts**  
To Show sales, costs, profits and other vital statistics.  
Send 50c, stamp or coin for *Big Sample Package* containing  
Map Pins and other Map marking devices, sample EDEXCO Charts, Plotting Papers, Curve Cards, and our booklet for Executives, *"Graphic Presentation of Facts"*.  
Booklet alone sent free if desired.

**EDUCATIONAL EXHIBITION CO.**  
325 Custom House St., Providence, R. I.

## The Rapid Electrotype Co.

**W. H. KAUFMANN, President and General Manager**

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

**New York**

**Cincinnati**

**Chicago**

The Largest Makers and Distributors of Advertising Plates in the World

**REFERENCES:**—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what **Rapid's Service** means.

To profitably reach farmers **TALK WITH Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANTISING—25 E. Jackson Boulevard, Chicago

## FOREIGN TRADE

Get into this new field. Trained men are needed everywhere to handle the NEW FOREIGN TRADE which our big capitalists are spending millions to develop. Only a handful of men are available, thousands are needed—the biggest opportunity of a generation.

**FREE BOOK!** "The New Foreign Trade" is the title of a 60-page book just off the press which describes the opportunities in this great expanding field and shows how you can quickly prepare yourself in spare time under the guidance of the most prominent export men of this country. Write today—the book is free.

Business Training Corp. 269 Cameron Bldg., N. Y. City

**Largest Circulation of Any German Catholic Weekly—38,700**

**ST. JOSEPHS-BLAATT**  
SAINT BENEDICT, OREGON

Founded 1888—Reaches Rural and City Population all over the Union

**STUBBS  
OFFSET  
PRINTING**  
SO PLEASING—  
SO DIFFERENT—  
SO SENSIBLE!

**THE STUBBS CO  
DETROIT**

**L.C. VAN BENSCHOTEN**  
18-WEST-36-ST.  
PHOTO  
GREELEY-4257



**LE PAGE'S**  
CHINA  
CEMENT  
STANDS HOT AND COLD WATER 10°

sell cheese. "Greenhill Cheese," it stated concisely, "is the limit!" Now the Schoolmaster supposes that the copywriter was joking; he doesn't personally object to cheese even when it is, so to speak, "quite so," but he confesses that as long as he remembers that advertisement he will have a very strong repugnance to tasting Greenhill Cheese.

## Would Advertise Liberty Bonds in Country

In a page of newspaper advertising in Washington, D. C., the American Press Association addresses an open letter to the U. S. Treasury Department to show why the next issue of Liberty Bonds should be advertised in country newspapers. Lack of advertising, says the advertisement, was largely responsible for the comparatively small sales of the first bond issue in country districts:

"It is admittedly essential that the second issue of Liberty Bonds be as widely distributed among the twenty million homes in this country as possible, and not confined to the few big cities. The great metropolitan centers—New York, Boston, Philadelphia, Chicago, Minneapolis, and Detroit—subscribed more than seventy per cent of the first two billion dollar issue. Sixty millions of our population live in the country field—in towns of five thousand population and less and on the farms—and these sixty million people bought very few of the first issue of bonds.

"Display advertising—paid for by private citizens—was a mighty factor in selling the bonds in big cities. The unexpected lack of interest in the country field was due, in large measure, to lack of an organized, co-ordinated display advertising campaign."

## Leonard W. Cronkite Co. Re-organized

The Leonard W. Cronkite Company, Boston, has been reorganized as the Cronkite Company, Inc. The company acts as importer, exporter and manufacturers' agent. G. Denny Moore, formerly advertising manager of the U. S. Gutta Percha Paint Company, Providence, R. I., is secretary and general manager.

## Usonia Mfg. Co. Appoints Agency

The Usonia Manufacturing Company, New York, has placed the Arkenberg-Machen-Dowd Company, Toledo, Ohio, in charge of its advertising. The flash-light campaign of this advertiser was announced in the August 16 issue of PRINTERS' INK.

## Classified Advertisements

### HELP WANTED

Book Publishing House wants competent man for editorial work. State age, experience, and qualifications. Good salary for right man. Address A. B. C., Box 860, care of Printers' Ink.

### Young Man Wanted

Special Representative. Must be efficient stenographer and office assistant. Excellent opportunity for advancement. Address Box 870, care Printers' Ink.

## Mail Salesmen

See page 131 this issue

COMPOSING-ROOM FOREMAN WANTED; ONLY THOSE WITH EXPERIENCE AND A-1 REFERENCES NEED APPLY. BOX 846, CARE PRINTERS' INK.

### SALES REPRESENTATIVES

To handle as a side line our complete line of INDESTRUCTIBLE signs for roads, streets and advertising. Our "NO PARKING" standard will sell anywhere. Send for complete catalogue and samples. INDESTRUCTIBLE SIGN CO., Columbus, Ohio.

Printing Plant offers a salary of \$4000.00 a year and a partnership interest in one of the most reputable and finest plants in New York, having facilities for doing at least \$75,000.00 more business annually, for a man capable of swinging \$50,000.00 to \$75,000.00 annual business. No cash investment necessary. Wonderful opportunity for the right man. Box 857, care Printers' Ink.

### ADVERTISING SOLICITOR

Well known trade publication offers an unusual opportunity to a bright, energetic young man, with some soliciting experience. Knowledge of export desired but not absolutely necessary. Moderate salary to start but with a real future to the successful man. State age, details of education, experience, etc. Box 871, Printers' Ink.

### CHICAGO AGENCY WANTS SELF-SUSTAINING SOLICITOR

We are a solid, substantial, aggressive, growing concern with over 50 high grade accounts and total volume of over \$500,000.

We offer expert co-operation and a liberal opportunity to a wide-awake solicitor who can at once deliver enough high class business to cover his drawing account. A splendid opening is thus offered with prospects of a future share in the profits.

Address in detail, pending personal interview, all to be held in strictest confidence—Box 850, care Printers' Ink.

We have two openings for \$5000 salesmen capable of approaching employers on the proposition advertised on page 131 of this issue. Address "System," 21st floor, 220 W. 42nd St., New York.

### WRITERS ON TRADE SUBJECTS WANTED IN PITTSBURGH AND CLEVELAND

A strong trade publication desires a reporter on space in Pittsburgh, Pa., who is able to interview executives of manufacturing businesses and draw from them facts for constructive stories. Writer with advertising, selling and newspaper experience preferred. Should mean \$75 or \$80 a month to active man able to give few hours a week. Can also use another man in Cleveland on same terms. Address Box 854, care Printers' Ink.

### WANTED

A general factory manager, one capable of handling large production and taking complete charge of all activities in an automobile factory employing 3500 men. State age, experience, present position. Box 859, care Printers' Ink.

### WE WANT A TRAIL BLAZER TO FILL THE POSITION OF NATIONAL SALES ORGANIZER

LIVE organization opening branch offices in all principal cities of the United States and in Canada requires the services of a high-powered Specialty Sales Manager who knows how to go to a point—employ a corps of salesmen—train them—get the business pouring in—develop an efficient territorial Sales Manager, and then go on to the next point; \$50.00 weekly, transportation, and 10 per cent on the net earnings of all territorial Sales Managers appointed by him, is our proposition to the RIGHT man; if you can't see wherein you can make for yourself \$10,000 to \$15,000 a year—DON'T answer; this is a MAN'S job, and replies are solicited only from those who can show a REAL record in Sales-Organization work; in answering tell us all about yourself—what you have done, and are doing; replies confidential. Address Box 849, care Printers' Ink.

### COPY WRITER FOR AGENCY

Medium-sized agency has opening for an experienced copy and idea man. Apply by letter giving complete details and enclosing samples of work (which will be returned) and salary wanted to start. Replies will be held in strictest confidence. Box 872, care Printers' Ink.

### HELP WANTED

Publishers' representative wanted in New York, Chicago, Boston, Cleveland, Detroit and Philadelphia. Chance for real advertising man to make permanent lucrative connection with National Military magazine. Address with past record AMERICAN KHAKILAND, SEATTLE, Wash.

Advertising Solicitors calling on national advertisers to sell our moving picture advertising service as a side line. No investment required. We provide sample reels, which tell how we are serving The Willys-Overland Company, The B. F. Goodrich Rubber Company, and other advertisers who demand positive results. Active, able, ambitious men will find this a splendid opportunity. Address, B-D-F FILMS, Wilkes-Barre, Pa.

### YOUNG MAN AS ASSISTANT ADVERTISING MANAGER

for well-known manufacturer, Chicago. Must have at least two years' experience. Executing mechanical details of campaign. Includes editing monthly bulletins. Will be given opportunity. \$125 a month to start. References, age. Make your letters represent you. Box 844, care Printers' Ink.

### MISCELLANEOUS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

Photo Engraving plant for sale. \$2500 and services experienced Sales and Business Manager can secure half interest in well-established prosperous plant in N. E. city. Well equipped and free of debts. Box 868, care Printers' Ink.

### QUICK SALE DAIRY TRADE PUBLICATION

Due to manager disappearing, new, going monthly paper in Chicago offering big opportunities for handsome business and profits on small investment. Investigate. Box 858, care Printers' Ink.

### YOUR OPPORTUNITY

Printing business, established ten years; annual turnover \$150,000, inventory close to \$40,000. One of the most modern plants of its size in New York City. Business increased from \$96,000 to \$150,000 a year in past three years. Unequalled opportunity for a practical printer and an advertising man. Good working organization. Stock owned by partners, one in poor health, one having outside interests. Box 876, care Printers' Ink.

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. BOYD SYSTEM, WASHINGTON, D. C.

### POSITIONS WANTED

DO YOU WANT A WESTERN MANAGER? Experienced, able, advertising man wants another magazine to represent in Chicago. M. S., Room 856, Peoples Gas Bldg., Chicago.

### HEAR AND SEE

Some folks remember only what they hear. Use a highly trained and experienced speaker to entertain or lecture on your products. Box 865, care P. I.

### IDEAL MANAGER'S ASSISTANT

Healthy, married man, 32, University law graduate, with successful copy-writing, correspondence, accounting and expert stenographic experience, offers superior services. Box 869, care Printers' Ink.

MANUFACTURERS' ASS'N SECRETARY will promote activities of existing organization or will organize association. Will consider part time or full time proposition. A tactful, energetic executive, broad experience covering manufacturing, buying, selling, collections, advertising, office management, American, 36. Box 867, care Printers' Ink.

### DO YOU NEED A FIRST-CLASS LAYOUT MAN?

One that knows how to plan and arrange, design and everything that goes to make clever and attractive layouts with full knowledge of photo-engraving. I am this man. Box 864, care Printers' Ink.

### FOUR YEARS' EXPERIENCE PRINTING AND

binding business; understand same from A to Z. High school graduate. Age 21, exempt from draft. Just breaking into adv. business. Want job where pep, hard work and stick-to-itiveness are needed. Box 853, care Printers' Ink.

### ADVERTISING SOLICITOR

and executive, extensive experience, successful record, favorable acquaintance throughout Eastern territory, familiar with Western territory, seeks right opportunity on established general or class publication. Letters strictly confidential. Box 862, care Printers' Ink.

### A PRODUCER

of national advertising with highest reputation with several publications seeks an opening. Applicant has managed advertising departments, built advertising organizations and always devoted major portion of time to active solicitation of business. Seven years a publisher and general manager of a large national magazine known to advertisers and agents throughout the United States. References in abundance. Address Box 852, care Printers' Ink.

**REAL NEWSPAPER MAN, EXPERIENCED AND CAPABLE AS** reporter, writer, editor, wants place as editor of high-class weekly. Box 874, care Printers' Ink.

**Advertising and Sales Executive**  
Aggressive, resourceful man of proven ability—accustomed to taking initiative and assuming responsibility. Splendid record. Box 845, care Printers' Ink.

**WHO IN NEW YORK**  
needs a practical printer with advertising sense? Can write ads, make layouts, read proof, plan and make up catalogues, etc. Box 863, Printers' Ink.

**EXECUTIVE**  
Thirty-four years of age, successful sales organizer, mature business judgment, trained executive, now employed, seeks broader field. Interview solicited. Box 847, care Printers' Ink.

Resourceful, tactful, systematic college graduate, 28, draft exempt, now employed as credit man, desires connection in N. Y. City as office man, credit man or confidential assistant to executive. Box 873, care Printers' Ink.

**EFFICIENT ASSISTANT**  
Executive ability; 7 years advertising training; varied experience; versed in modern business and selling. Permanent connection desired—your future manager. Box 851, care Printers' Ink.

**EXECUTIVE NOW AVAILABLE**  
Former Chamber of Commerce Secretary, who has specialized on industrial work. Has made good as a town booster, having brought high grade manufacturing industries to locate in city where he was employed. Is now advertising representative of a trade journal, but on account of reorganization desires to change. Correspondence a strong asset. Age 33, married. Box 848, care Printers' Ink.

**Business and Sales Executive**  
Thoroughly seasoned man with broad experience as merchandising, sales-plan, and publicity advisor, now employed, seeks position. Successful career as special sales representative; agency production manager; newspaper and printing house executive; seeks a connection with an opportunity rare in its possibilities. Proof of successful career supported by interesting testimonials of ability and energy. Box 866, P. I.

**Please Take Notice**  
**U. S. Steel, Bethlehem Steel, Ship-Building, Railroads or Exporters.**

I want to get in touch with the big, busy business man, a man of large affairs who is in need of a thoroughly competent **CONFIDENTIAL SECRETARY**, thirty-two years, married, quick, active, deep thinker, polished young gentleman of good habits. Broad financial experience. Hard work and long hours preferred. Former military man but now exempt. Will travel or locate in any city in the world. Address **INVALUABLE**, Box 855, Printers' Ink.

Commercial artist, figure man, designer, all-around commercial artist with original ideas, wishes to locate with some **LIVE** firm offering **GOOD** opportunities. My possibilities are unlimited. C. Crow, 536 E 79th St., New York City.

I believe I would make a **First-class Office Manager** for a large manufacturing concern. My experience of more than twenty years in all departments of such an office gives me the foundation for my belief. Further particulars will be furnished to those interested. Box 875, care Printers' Ink.

**PERMANENT ENGAGEMENT** now wanted—to establish Efficiency and manage Office, Sales, Advertising, Mail Order.

Former employers say of him:  
"He possesses the executive mind, the ability, tact and perseverance to push Sales Promotion work to Success."  
"He digs out the vital selling and advertising facts and presents them in forcible, brilliant, convincing manner."  
"He inspires subordinates with that rare element of co-operative and inventive interest which always insures Results."  
Initial salary secondary to Opportunity. C. W. B., 2L, 609 W. 127th St., N. Y.

## Advertising and Sales Manager

A record of big planning and big deeds is back of me. I have headed the advertising and sales departments of great corporations where operations involving the expenditure of huge sums and results on a mammoth scale devolved upon me. I am capable of originating complete sales campaigns, know how to direct and enthuse salesmen so as to bring them up to the limit of productivity, can create effective advertising literature; in short, attend to the thorough marketing of either a single specialty or a complete staple line. I want to hear from representative concerns who must have a big calibrated sales executive. Box 861, care Printers' Ink.

## BINDERS FOR PRINTERS' INK

**\*65 Cents Each—Postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

**Printers' Ink Publishing Co.**  
**185 Madison Ave., New York**

\*Where two or more are ordered at the same time, the price is 55c. each, plus actual shipping costs.

# Table of Contents

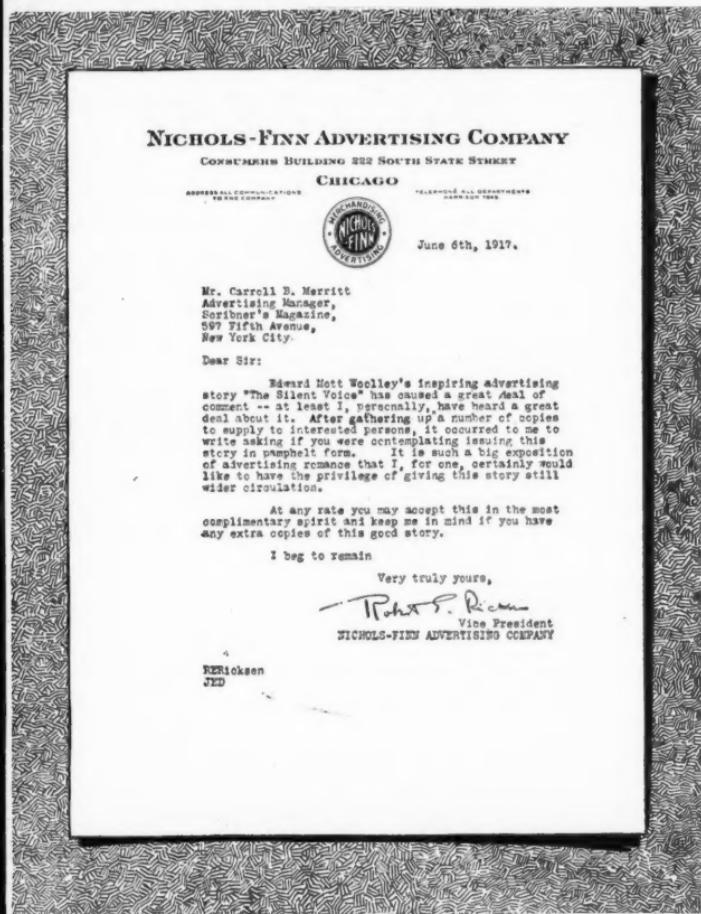
PRINTERS' INK, September 6, 1917

Training Methods for Advertising Solicitors.....	<i>Edward Mott Woolley</i>	3
I—Successful Magazine and Trade-Paper Publishers Tell of the Means They Employ		
Better Ways of Saying "We Regret the Delay".....		17
Specimen Letters That Are Suggestive.		
Fears That Parcel Post Would Revolutionize Selling Proved Groundless.....		20
Will Ask Public for Advertising Funds.....		25
Army and Navy Field Comfort Committee Plans to Extend Campaign.		
Hart Schaffner & Marx Jolt Trade with "All-Wool" Copy.....		26
Florists Unite to Advertise Nationally.....		28
Campaign to Begin in November to Offset Possible Slackness Due to Economy Wave.		
Uncle Sam Endeavors to Find a Purchasing Policy.....		37
Various Departments Seem to Be Getting Together in Reaching a Systematic Buying Programme		
Likelihood of Zone Increase on Second-Class Mail.....		43
Giving the Printer an Intelligent Layout.....	<i>Gilbert P. Farrar</i>	49
How It Can Be Done Shown in Concrete Form.		
Sunkist Will Advertise, in Spite of Crop Shortage.....		52
Subterfuges to Maintain Prices Punished.....		55
Interpretations Placed Upon the Indictment of the Jobbers in Automobile Accessories.		
How Germany Treats Trade-Marks and Patents of Entente Allies.....		61
II—It Has Been Easy to Litigate in Germany But Hard to Get Justice.		
Sifting Out the Real Prospect from the Window-Shopper.....		69
Manufacturer of Factory Chimneys Employs Two Unusual Booklets in Learning Which of Its Inquirers Mean Business.		
Slackened Demand Points Way to Intensive Selling.....		79
Pratt & Lambert, Inc., Are Frank With Salesmen in Outlining Season's Larger Advertising Plans.		
Winning Belief for Claims That Sound "Too Good to Be True".....		85
Advertising Drive Against Suffrage in New York.....		88
Why Not a "Detail Censor" for Advertising Illustrations?.....		97
By a Commercial Art Manager		
Eight Liberty Loan Poster Designs Selected.....		106
Congressman Kitchin's "Knowledge" of Advertising.....		110
Advertises to Reclaim Waste Automobiles.....		117
Sale of Units to Make New Trucks of Old Pleasure Cars Reaches Big National Advertising Stage.		
Commercial Opportunities in Russia After the War.....		126
Editorials .....		136
When Lessened Demand May Lead to Larger Sales—Parcel Post Apathy the Dealers' Opportunity—Advertising Effect of Style Continuation and Simplification—Keeping the World Safe for the Buyer.		
Trenton Potteries Enforcing Strict Rules on Returned Goods.....		140
The Little Schoolmaster's Classroom.....		142
	150	

Number 3

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